

DATE PAID
JUL 24 1946

Modern LITHOGRAPHY

JULY • 1946 • VOLUME 14 • NUMBER 7

ml



LITHO IS BACK
SELLING TRAVEL
(See Page 5)

R v. 14² July-Dec 1946

Permanent Cerulean Blue 823P

Senelith Inks

were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

Our booklet "Inks, Lithographic and Printing" may be obtained on request

Ref

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York 13, N. Y.

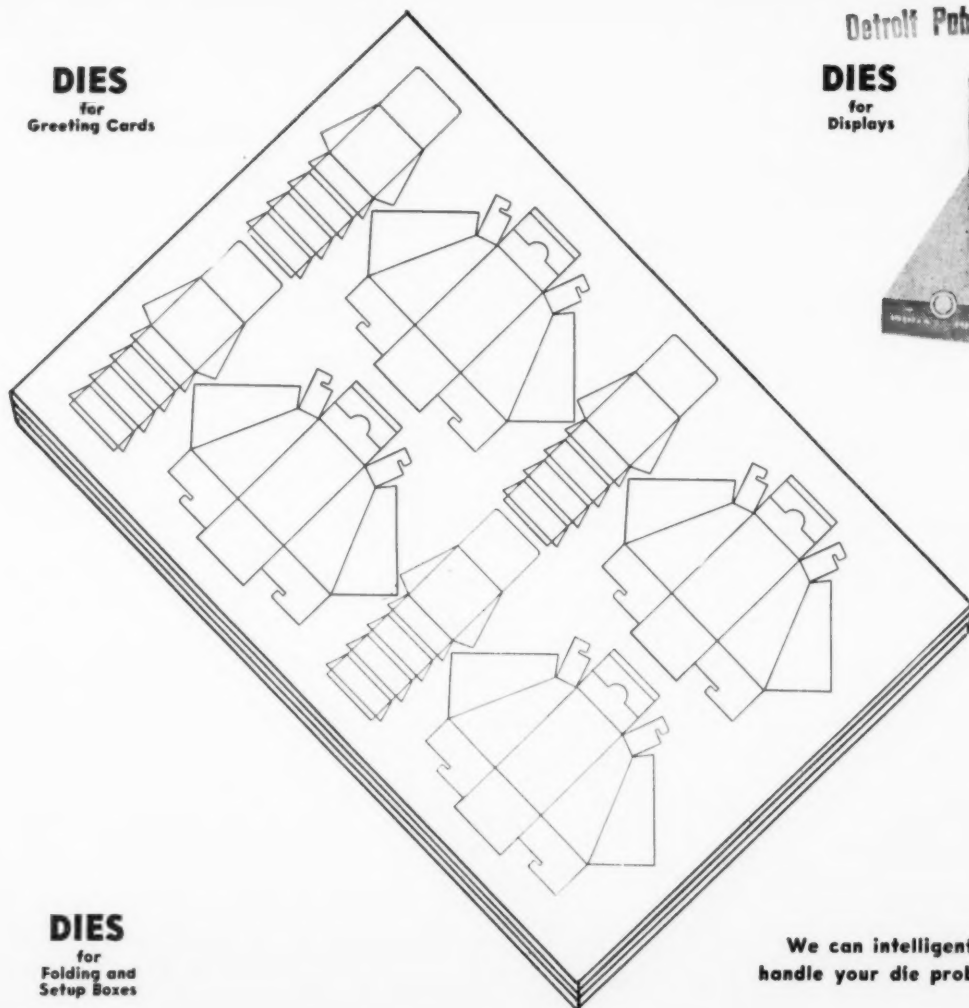
DIES FOR EVERY PURPOSE

SHIPPED SAME DAY AS ORDER RECEIVED

JUL 24 1946
Detroit Public Library

DIES
for
Greeting Cards

DIES
for
Displays



DIES
for
Folding and
Setup Boxes

We can intelligently
handle your die problems

NO DIE TOO LARGE OR TOO INTRICATE

★ ALL DIES MADE ENTIRELY OF
HARD STEEL
★ NO MATTER HOW INTRICATE



ACCURATE

STEEL RULE DIE MANUFACTURERS

24 West 21st Street, New York 10, N. Y.

CHelsea 2-0860-1

Intelligent Service to the Lithography Industry for Over 15 Years

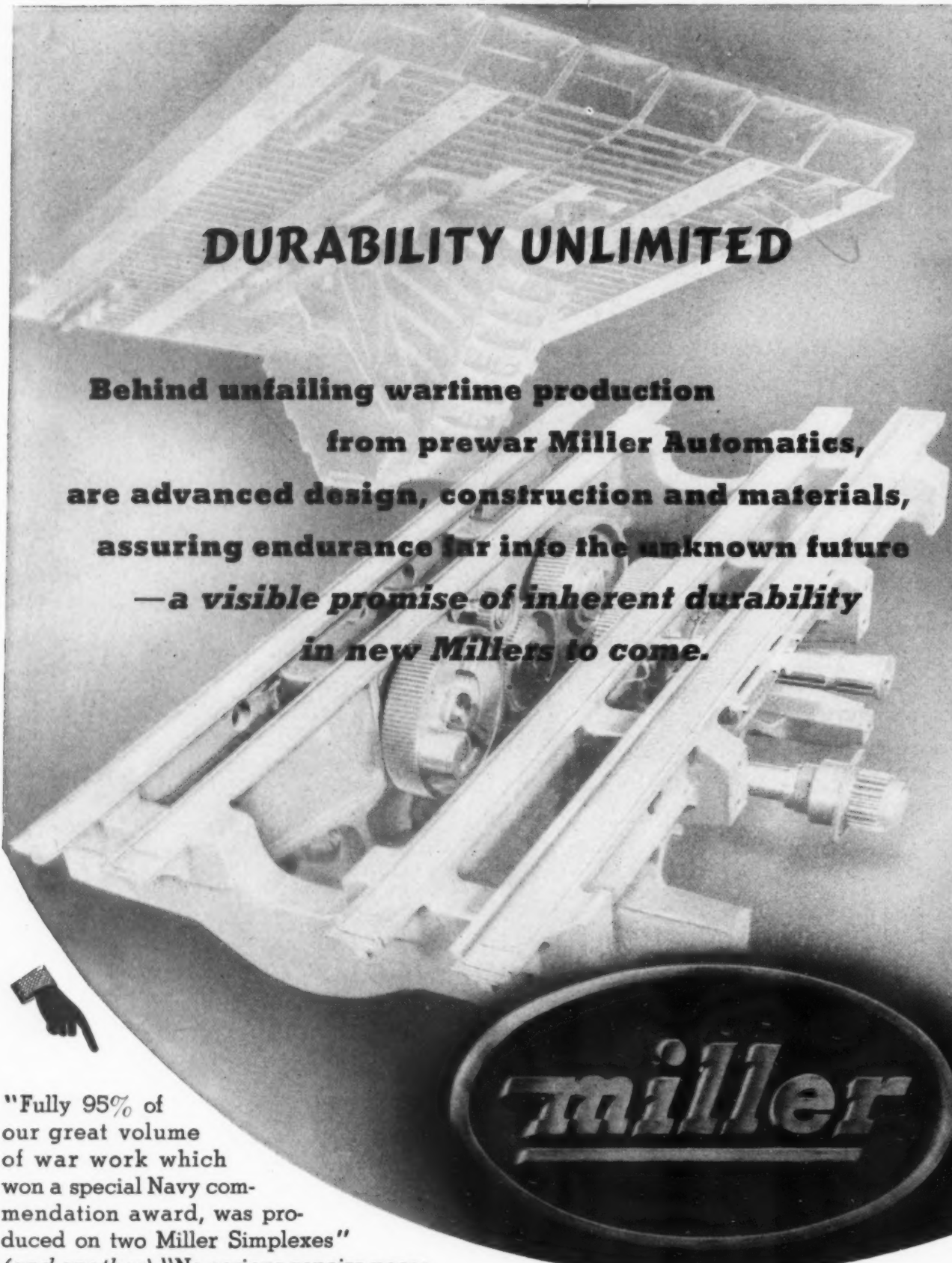
R

V. 14²

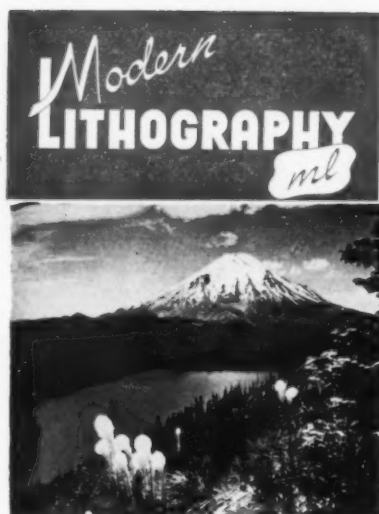
July - Dec. 1946

DURABILITY UNLIMITED

**Behind unfailing wartime production
from prewar Miller Automatics,
are advanced design, construction and materials,
assuring endurance far into the unknown future
—a visible promise of inherent durability
in new Millers to come.**



"Fully 95% of our great volume of war work which won a special Navy commendation award, was produced on two Miller Simplexes" (and another) "No serious repairs necessary, and no mechanic has worked on our Millers since installed in 1922" (and still another) "Our net average of 2370 impressions hourly per 8 hour day, includes all unproductive time—an average of 4,858,000 impressions yearly." These unsolicited comments from Miller users now purchasing more Miller Automatics, typify many other similar recommendations—and confirm the wartime statement reprinted above.



THIS MONTH'S COVER

This striking view of Mt. St. Helen's in Washington state is a black and white reproduction of one of 25 Kodachromes which form the nucleus of a huge campaign in the West. Standard Oil is distributing 20 million full color lithographed reproductions. (Story page 29.)

JULY, 1946
VOLUME 14, No. 7

What You Will Find in this Issue

Editorials	25
Web Offset Presses	26
Lithography Sells Travel Again	29
<i>by Elsa Gidlow</i>	
Plate Metal and Grain Standardization	30
<i>by S. A. Sheridan</i>	
Describe Litho Training Programs	36
(Cleveland, Milwaukee, New York, Chicago)	
Mr. Hope Well Dispenses Much-Needed Information ...	45
Selling Creative Printing	49
<i>by E. F. Schmidt</i>	
How to Set Up A Litho Training Program	53
(Part Three)	
Through the Glass	55
About the Trade	57
Litho Club News	69
Equipment and Bulletins	71
Technical Briefs	81
Classified Advertisements	85
Index to Advertisements	89
Tale Ends	90



ROBERT P. LONG
Editor

IRENE H. SAYRE
Technical Editor

THOMAS MORGAN
Business Manager

Address all correspondence to
254 W. 31st St., New York 1, N. Y.

MODERN LITHOGRAPHY

Reg. U. S. Pat. Office

SUBSCRIPTION RATES: One year \$3.00, two years \$5.00. In Canada one year, \$4.00. Group subscriptions: (U. S. only) Four or more entered as a group, \$1.50 each. (May be sent to different addresses.)

WAYNE E. DORLAND, President; GRANT A. DORLAND, Vice-President; IRA P. MACNAIR, Secretary-Treasurer. Published monthly on the 15th by Industry Publications, Inc., Advertising and Editorial Office, 254 W. 31st St., New York 1, N. Y. Advertising rates made known on application. Closing date for copy—25th of the month previous to date of issue. Entered as second class matter at the Post Office at New York, N. Y., under the Act of March 3, 1879.

TRY AN IMPROVED FOUNTAIN ETCH

WITH THESE ADVANTAGES...AND THESE PROTECTIONS

- Sharp work
- Clean plates
- Even dampening
- Longer plate life
- Constant pH control
- No dulling of press ink with strong etches
- No plugged grain on long runs
- No caked-up dampening rollers
- No damage to image or metal
- No souring of gum arabic

Harris Litho-Chemicals are sold by:

W. E. BOOTH COMPANY
Toronto—Montreal

CALIFORNIA INK COMPANY
San Francisco—Los Angeles
Portland—Seattle—Salt Lake City

G. C. DOM SUPPLY COMPANY
Cincinnati

DOMINION PRINTING INK & COLOR
COMPANY, LTD.
Vancouver

HARRIS-SEYBOLD COMPANY
Atlanta—Dallas

A. E. HEINSOHN
Denver

McKINLEY LITHO SUPPLY COMPANY
Cincinnati

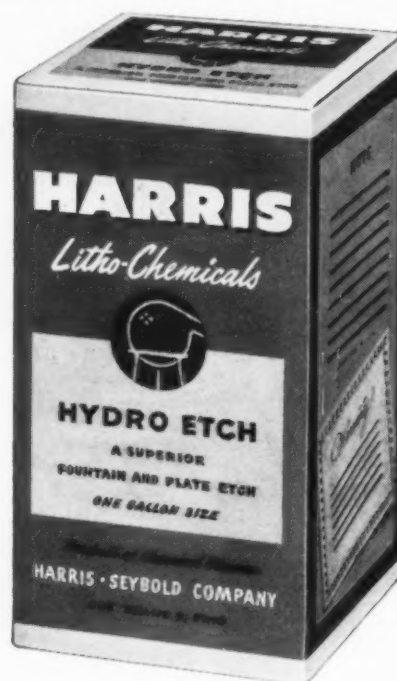
METZGER PHOTO SUPPLY COMPANY
Akron

PHOTOTECHNICAL LABORATORY
Washington, D. C.

ROBERTS & PORTER, INC.
New York City—Boston
Chicago—Detroit

SINCLAIR & VALENTINE COMPANY
Baltimore

Harris Hydro Etch is a plate and fountain etch that reduces the standing time of your presses. Used in conjunction with Harris Hydrogum, it will facilitate sharp, clean presswork.

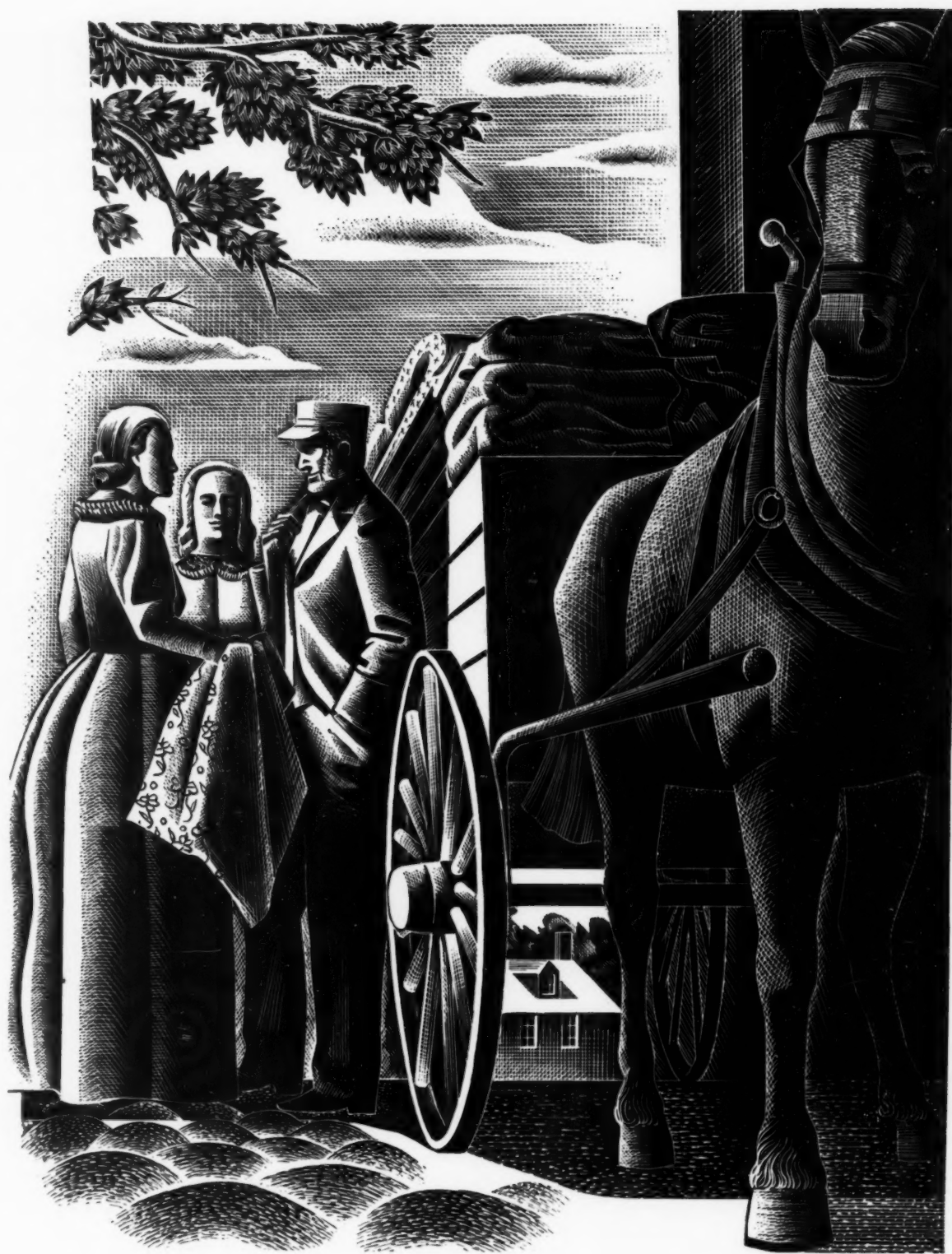


Hydro Etch comes in 64-ounce and one-gallon packages for economy. Hydrogum is packaged in 5, 25 and 100-pound containers. Both are available at your nearest dealer.

HARRIS · SEYBOLD COMPANY

CHEMICAL DIVISION

CLEVELAND 5, OHIO



PAPER SHORTAGE . . . IT'S AN OLD STORY

The tin-peddler with his horse-driven wagon or pushcart was a familiar sight in early Nineteenth Century streets. He collected rags for papermaking and gave in exchange dressgoods, household wares and other merchandise. Paper mills carried on continuous campaigns to urge the saving of every scrap of unwanted garments and other textile materials.

• Thus, the paper shortage is nothing new to

Bulkley, Dunton—established long before woodpulp was extensively used in papermaking. In those days, just as today we are exerting every effort to distribute the available supplies as equitably as possible.

BULKLEY, DUNTON & CO., INC.

Fine Papers Since 1833

293 MADISON AVENUE, NEW YORK 17, N. Y.

A complete series of these illustrations consisting of 12 pictures and carrying no advertising, will be sent on request.



from POSITIVE
to PRESS...

Lith-Kem-Ko
DEEP-ETCH
CHEMICALS

POSITIVE SENSITIZER
(NON-DETERIORATING)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

Lith-Kem-Ko
DEEP-ETCH
CHEMICALS

DEVELOPER
(STORE AT ROOM TEMPERATURE)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

Lith-Kem-Ko
DEEP-ETCH
CHEMICALS

ZINC ETCH
(STORE AT ROOM TEMPERATURE)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

Lith-Kem-Ko
DEEP-ETCH
CHEMICALS

ALUMINUM ETCH
(STORE AT ROOM TEMPERATURE)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

Lith-Kem-Ko
DEEP-ETCH
CHEMICALS

STOP-OUT SOLUTION
(SHAKE WELL BEFORE USING)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

EVERYTHING YOU
NEED FOR A GOOD
DEEP-ETCH PLATE

Lith-Kem-Ko
DEEP-ETCH
CHEMICALS

**DEVELOPING INK
HEAVY JIFFY**
(SHAKE WELL BEFORE USING)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

Lith-Kem-Ko
DEEP-ETCH
CHEMICALS

SENSITIZER REMOVER
(CONCENTRATE)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

LACQUER
(SHAKE WELL BEFORE USING)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

ASPHALTUM SOLUTION
(OPTIONAL DEVELOPING INK)
(SHAKE WELL BEFORE USING)

CONTROL NUMBER

LITHO CHEMICAL & SUPPLY CO., INC.
63 PARK ROW, NEW YORK 7, N. Y.

A line of quality deep etch chemicals, proved under actual working conditions to completely satisfy the needs of the most critical platemaker. Everything you need to make a good deep-etch plate, rapidly, economically and correctly. Order this line TODAY for a smoother running plate department.

For prices and complete details on how to use these chemicals, write for this new booklet. It's yours for the asking.

Distributed nationally by:
FUCHS & LANG Division
Sun Chemical Corporation
CALIFORNIA INK CO., INC.
CANADA PRINTING INK Co., Ltd.
and other important dealers
from coast to coast

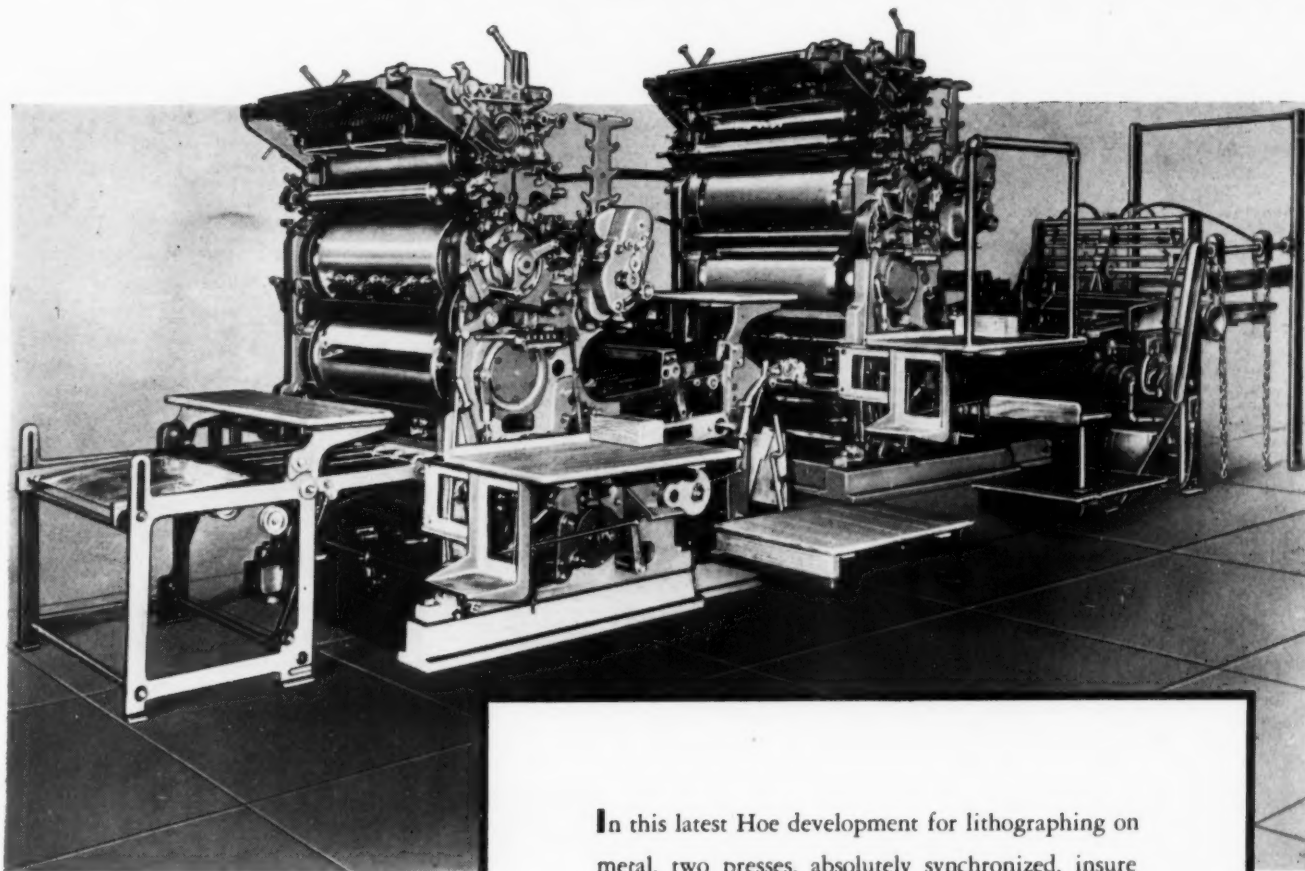
**LITHO CHEMICAL
& SUPPLY CO., Inc.**

63 PARK ROW, NEW YORK 7



FOR *Maximum Production*

you need the HOE TANDEM TWO-COLOR METAL DECORATING PRESS



Hoe Tandem Metal Decorating Presses are furnished in standard models for the following sheet sizes:

26" x 34"

29" x 36"

31" x 40"

31½" x 45"

34" x 36"

42" x 45"

Machines will also be designed and built for special purposes

In this latest Hoe development for lithographing on metal, two presses, absolutely synchronized, insure the perfect register of two colors.

Not only does the Hoe Tandem Press give the largest possible hourly production, but it eliminates one oven in two-color work, and requires much less space than two separate presses.

It is furnished in models designed to print on tin-plate, steel or aluminum sheets from 36 to 18 gauge, and on sizes up to 42 x 45 inches.

Write for full data on Hoe Metal Decorating Presses.

R. HOE & CO., INC.

910 East 138th Street, New York 54, N. Y.

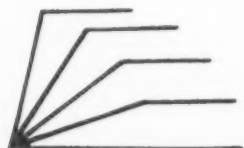
BOSTON • CHICAGO • SAN FRANCISCO

ZARKIN EQUIPMENT = BETTER PLATE-MAKING

ZENITH WHIRLER

with

DOUBLE-HINGED COVER



Maximum Accessibility

- For large glass plates (over 80% opening)
- For offset press-plates (full view of coating)
- Always within operator's reach
- Reduced over-all height

Easier Operation

- Full floating counterbalance
- Fingertip control



Manufacturers of

Zenith

- Grainers
- Whirlers
- Vacuum Frames
- Light Tables
- Temperature Controlled Sinks

Quality Products - Early Delivery

ZARKIN MACHINE CO., Inc.

335 E. 27th St., New York 16, N. Y.

Phone LExington 2-0052

Offset Presses Rebuilt

Complete facilities for
machining, metal spraying
and cylinder grinding



The Answer is Moisture Control

No matter how fine an offset stock may be to the sight and touch, its press performance is a determining factor in printing practicability.

Because the just right moisture content of Chillicothe Offset is put in and sealed in before it leaves the Chillicothe Paper Company, most pressmen say it requires no hanging—may be run direct from skid through press. Once on the press it performs for profit without shrink, stretch, curl or lint.

Enamel and offset advantages have been cross-bred into the truly aristocratic stock of Chillicothe Offset.

Maker of a distinctive line of fine papers for many uses, including such distinguished stocks as

LOGAN AND ADENA OFFSET AND BOOK

CHAMOIS TEXT • CHILLOTINTS

GREETING CARD PAPETERIES

— ask us about them

"Chillicothe Papers  *make the best impression"*
THE CHILLICOTHE PAPER CO.
 CHILLICOTHE, OHIO



MAKING high quality paper calls for unusual skill and constant care—particularly when you are producing it at the rate of over 1,000 miles a day. Oxford has been doing this for years—and on a versatile line of over 100 different papers.

Despite the “know-how” of our veteran craftsmen—some in the third generation at Oxford—samples from every paper run get constant laboratory tests to make sure that each holds to Oxford’s high standards.

Papers are tested for flatness, curl, surface bond, and good printing properties. These laboratory tests are supplemented by Oxford’s progressive research, which constantly finds ways of making paper better and better.

Fortunately, Oxford can maintain its high quality standards because its facilities are *complete*. It exercises direct control every step of the way from wood to finished paper. Think of Oxford whenever *you* need quality printing papers.



Included in Oxford’s line of quality printing and label papers are: ENAMEL-COATED—Polar Superfine, Maineflex, Mainefold, White Seal and Rumford Litho C1S; UNCOATED—Engravatone, Carfax, Aquaset Offset, Duplex Label and Oxford Super, English Finish and Antique.

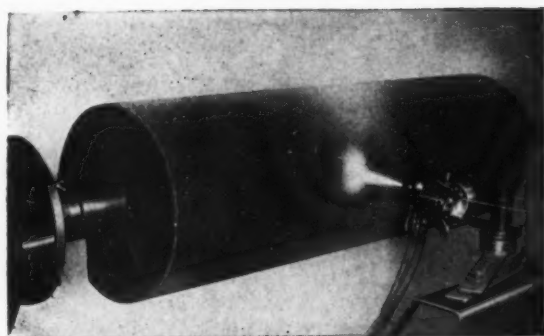
OXFORD PAPER COMPANY

230 PARK AVENUE, NEW YORK 17, N. Y.

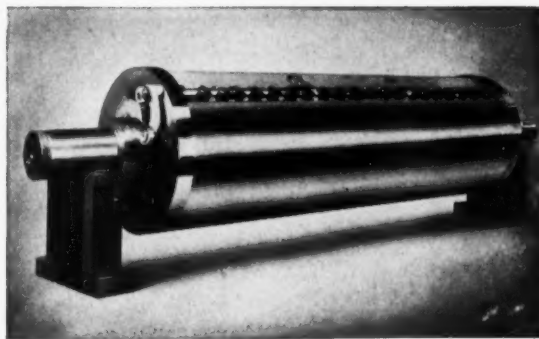
MILLS at Rumford, Maine
and West Carrollton, Ohio

WESTERN SALES OFFICE:
35 East Wacker Drive, Chicago 1, Ill.

DISTRIBUTORS
in 48 Key Cities



good as new and less expensive!



Lithograph Press Cylinders Reconditioned By Specialists...

For the past twenty years, Arthur Tickle Engineering Works has specialized in reconditioning for the trade, damaged printing press cylinders, or cylinders that have been reground previously on the bodies and are too small in diameter. In our modern plant, damaged cylinders have been turned down on the surface and sprayed with metals such as Hard Stainless Steel, High Carbon Steel, Monel Metal, and 18-8 Stainless Steel. Cylinders rebuilt by our process are more durable than new cylinders because of the increased hardness of the deposited metal and its resistance to corrosion. After spraying, cylinders are ground with precision accuracy to their original diameter or to any diameter desired. The thickness of the sprayed metal is controlled to vary from $\frac{1}{32}$ " to $\frac{1}{8}$ " on the side.

The journals of the cylinders, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in wear.

Other techniques in which Tickle Engineering specializes include the reconditioning with High Carbon Steel of scored ink fountain rolls, ink cylinder journals of various ink rolls, dampening rolls, and various drive shaft journals.

Worn cylinder eccentric bearings are generally metal sprayed with High Carbon Steel on the outside diameter and with hard babbitt on the inside diameter for straight journals, and with Hard Stainless Steel on the inside for ball bearings.

Tickle Engineering is equipped to spray any metal obtainable in wire form, on any surface round or flat, if it is a printing press cylinder, water trough, or the inside of a tank.

Tickle Engineering will be pleased to discuss your special problems and to submit estimates based on efficiency and careful cost control. For quotations and any further information, write to



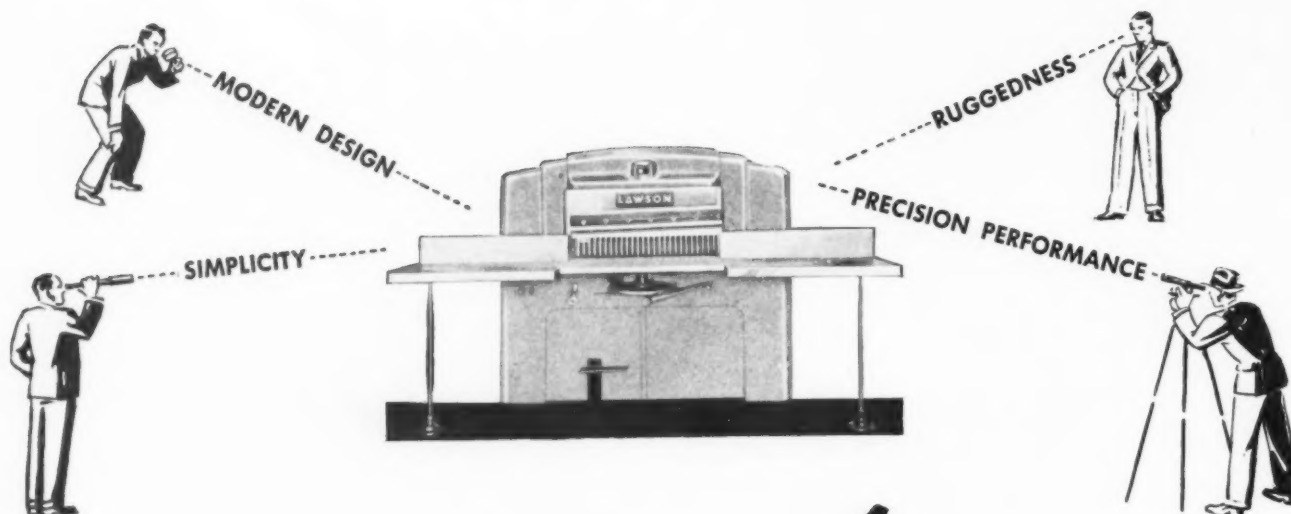
ARTHUR TICKLE ENGINEERING WORKS, Inc.

Repairers and Builders of Special Machinery

DEPT. M, 21 DELEVAN STREET, BROOKLYN 31, NEW YORK

(Only Office in the U.S.A.)

NO MATTER HOW YOU *look at it*



the **LAWSON** "38" *has everything*

THE LAWSON "38" IS NEW! Designed by our chief engineer, Fred Seybold, the new 38 inch Lawson cutter is *new from the ground up!*

You don't have to be a technical man to appreciate the advantages of the Lawson "38". Just looking it over, you're immediately impressed by its modern styling. Watch it in action and you'll marvel at its ease-of operation, hair-line accuracy and increased production.

If you're technically inclined, be sure to compare the *new exclusive features, ingenious safety and operating innovations*. You'll agree that it is the greatest advancement in paper cutting machines ever offered to the trade; outperforming and outmoding every other cutting machine on the market.

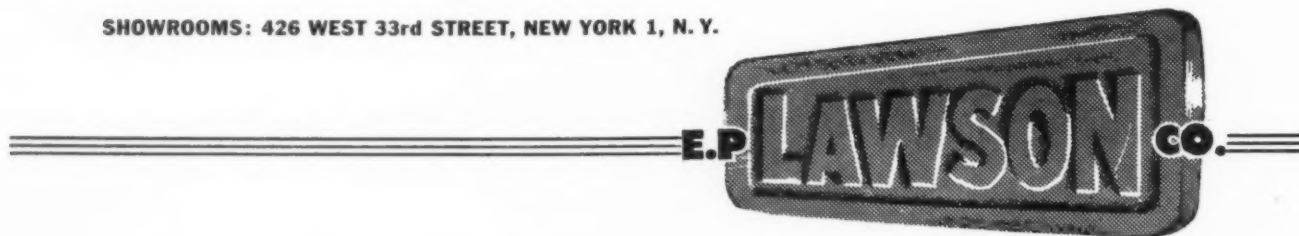
See the Lawson "38" in operation at our show-

rooms today and remember to "look to Lawson" for every new development in precision paper cutters.

COMPARE THESE FEATURES

Modern in design and styling — New and advanced safety features including automatic overload safety device — Automatic clamp pressure adjustment assures accurate cutting of every type paper — Higher speed for greater production — Built in, illuminated and magnified measuring band with fluorescent lamp across the front of machine — Quick knife changing device — Closed knife bar slot prevents work spoilage — Six inch clamp opening — Easy treadle action — Roller, ball or needle bearings on working parts — V-belt drive — Non-oiling multiple disc clutch.

SHOWROOMS: 426 WEST 33rd STREET, NEW YORK 1, N. Y.





Substitute for SCIENCE?

The printer's thumb has grown skilled in the judging of paper quality. But it can well use the assistance of scientific testing.

For the feel of paper—its response to tearing and folding—and visual examination ... these rule-of-thumb tests give little positive indication of a paper's reaction to various inks and printing processes.

To predetermine printed results and provide paper that does full justice to ink, engravings and the printing press—this is the goal of Bryant research. And the completion of the new Graphic Arts Research Laboratory will be an important step toward the attainment of this goal. Here, with the aid of the most advanced scientific equipment, technicians can accelerate their quest for ever better paper.

So for paper proved in advance... Measured Quality papers that will be tested to fit your printing needs... look to Bryant.

Sold Through Leading Paper Merchants

BRYANT PAPER COMPANY

Kalamazoo 29F, Michigan

FLATNESS ★ STABILITY ★ SURFACE FIRMNESS

Hillcourt Offset

BODY ★ RECEPTIVITY ★ COLOR ★ CLEANLINESS

Chosen for its good qualities

★ OPACITY ★ STRENGTH ★ UNIFORMITY ★

Fitchburg Paper Company FOUNDED IN 1861

MILLS AND MAIN OFFICE: FITCHBURG, MASS. N. Y. OFFICE: 250 PARK AVE., N. Y. 17 • 11 SO. LA SALLE ST., CHICAGO



"240 hours in oils make no difference"

It doesn't affect Dayco Rollers to submerge them in a solution of oils, varnishes and dyes such as are normally present in oil-base inks. Tests prove they won't swell or dissolve. Nor will they absorb the ink pigments or varnishes. Too, neither steam heat nor zero cold will cause Dayco Rollers to lose their perfect symmetry. That's why you can use them continuously winter and summer at highest press speeds why one Dayco Roller is the equal of eight ordinary rollers. Daycos take solids and fine screen half-tones and all types of inks including oil base, heat set, vapor set, water type and metallic with equally fine results. They are built to your own requirements, to protect your reputation as a Quality Printer. Write for complete information today.

**THE DAYTON RUBBER MANUFACTURING COMPANY
DAYTON 1, OHIO**

Latin American Representatives: National Paper and Type Company, 120 Wall Street, New York, N. Y. Canadian Representatives: Manton Brothers Ltd., Toronto-Winnipeg-Montreal-Vancouver

*Get maximum results
from your NEW presses.
Be sure to specify Daycos
on all new equipment.*

DAYCO ROLLERS BY

Dayton Rubber

THE MARK OF TECHNICAL EXCELLENCE IN NATURAL AND SYNTHETIC RUBBER

MANUFACTURERS OF THE WORLD'S FINEST PRINTING ROLLERS

You'll get contrast with REPROLITH!

THE graphic arts industry is built around contrast—around negatives and positives that have crisp, opaque line or halftone-dot formations and crystal-clear areas as transparent as the film base itself.

You'll get this desirable contrast in Ansco

Reproolith films because they're planned and made to give it to you—to give you "blacks you can't see through, whites as clear as glass," for line and halftone negatives of superior printing quality. Specify Ansco Reproolith films on your next order.



CHECK THESE OTHER ADVANTAGES

You'll find Ansco Reproolith films have many other outstanding advantages. Here are a few:

1. *Fine detail*—high resolving power, fine grain and an effective anti-halation coating combine to give negatives and positives of excellent definition.
2. *Short development*—as little as 1½ minutes gives maximum density and contrast.
3. *Practical speed*—balanced to permit convenient exposure times.
4. *Regular and thin base*—to provide you with a film exactly suited to your needs—to insure top quality in the finished printing plate.
5. *Tough emulsion*—resists abrasion and other accidental damage from finishing tools, or dust, dirt, and similar hazards.
6. *Two emulsion types*—Reproolith and Reproolith Thin Base for high blue sensitivity; Reproolith Ortho and Reproolith Ortho Thin Base when extended color response is desired.

Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation. General Sales Offices, 11 West 42nd St., New York 18, N. Y. Branch offices in New York, Cincinnati, Chicago, San Francisco, Dallas, Los Angeles and Toronto.

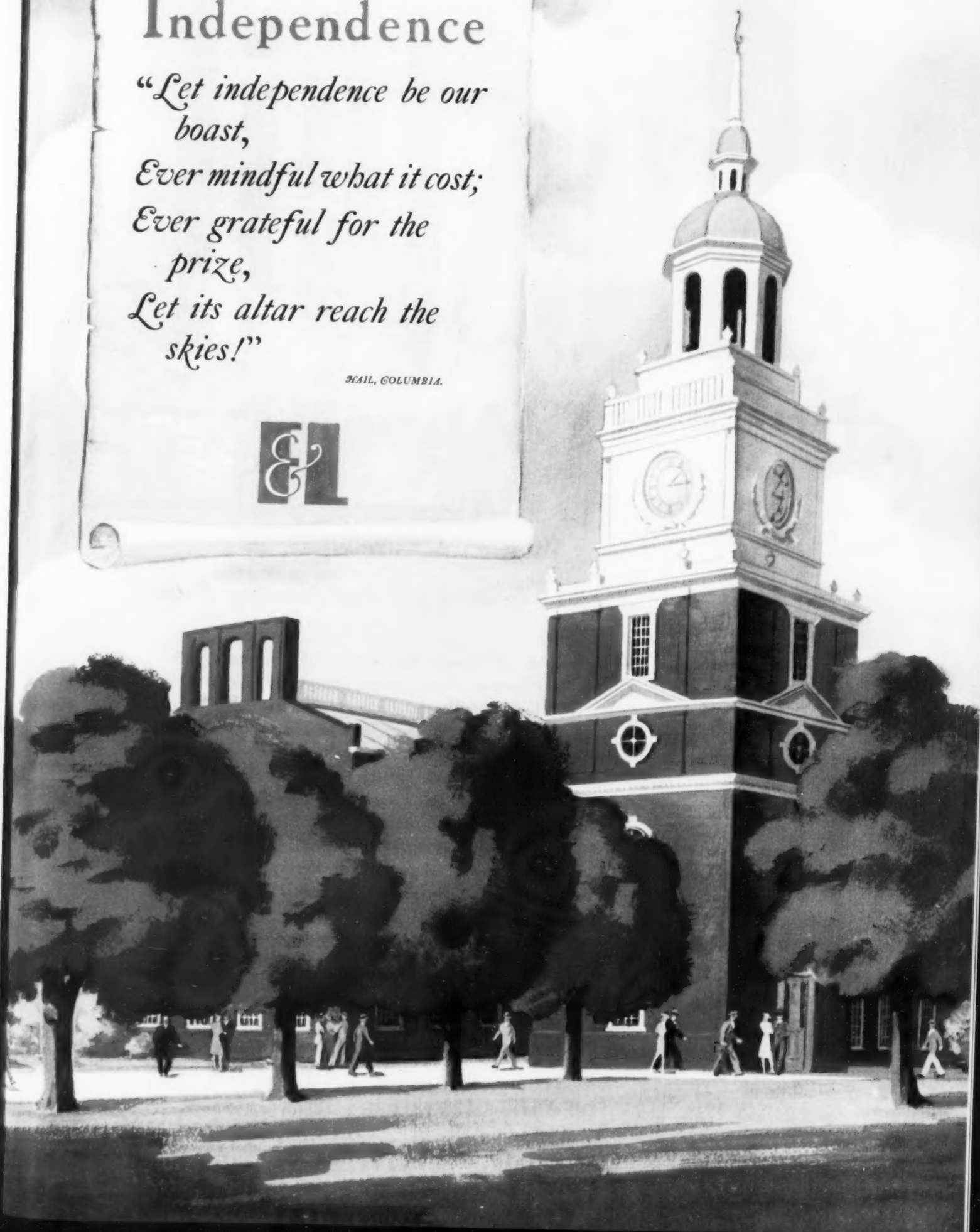
ask for Ansco **REPROLITH FILMS**

EASY TO HANDLE — HARD TO BEAT

Independence

*"Let independence be our
boast,
Ever mindful what it cost;
Ever grateful for the
prize,
Let its altar reach the
skies!"*

SCAIL, COLUMBIA.



Lestoil

NON - INFLAMMABLE

NON - TOXIC

The Ideal Inexpensive Cleanser for Dampening Rollers

Quickly dissolves the ink which the dampening rollers have accumulated. Requires less scrubbing and scraping of the fabric and consequently prolongs its life. » Reduces fire hazards. If a lighted match were thrown into Lestoil, the flame would go out. Its use may enable you to secure a reduction in your insurance rates. » Harmless to those coming in contact with it. There is no possibility of it causing dermatitis or similar skin irritations. » PH control tests show it is practically neutral, and if any residue is left in the dampening rollers, it will not have a detrimental effect on the press plate. » Very effective for washing sponges. It rapidly dissolves the grease and slime, leaving the sponge soft and fluffy, the same as when it was new. » Mixed with water, the solution costs but a few cents per gallon. » A liberal sample will be supplied on request.

FUCHS & LANG

(ESTABLISHED 1870)

GENERAL PRINTING INK COMPANY DIVISION

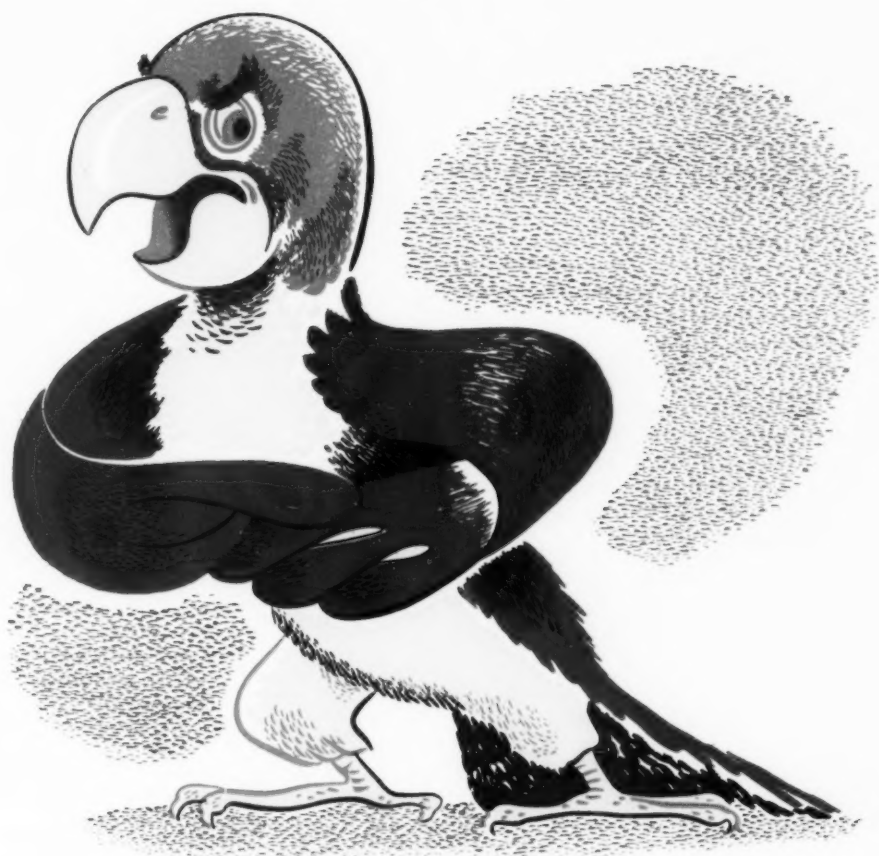
100 SIXTH AVENUE, NEW YORK 13, N. Y.

BOSTON CHICAGO CINCINNATI CLEVELAND PHILADELPHIA ST. LOUIS
SAN FRANCISCO FORT WORTH LOS ANGELES TORONTO, CANADA



CHEMICAL
CORPORATION

Brilliant feathers, crooked beak
Plus ability to speak;
Listen to this wordy bird
Tell you everything he's heard.



SPEAKS FOR ITSELF

Yes, listen to Atlantic Bond speak for itself... not in words but in terms of actual performance.

Just put it on a machine. See how little make-ready it takes. Notice how freely it flows through the press. And most important, look at the clean, sharp impression this uniform, even, yet crispy paper takes.

True, you can hear plenty of printers boost the stock of Atlantic Bond sky high. But don't stop there. Try it yourself... on a job for your fussiest customer.

*Atlantic
Bond*

MADE BY
EASTERN CORPORATION
BANGOR, MAINE

EASTERN MILL BRAND LINES

ATLANTIC BOND ★ ATLANTIC ANTIQUE LAID
 ATLANTIC LEDGER ★ ATLANTIC MIMEO BOND
 ATLANTIC DUPLICATOR ★ ATLANTIC MANIFOLD
 ATLANTIC COVER ★ ATLANTIC MANUSCRIPT COVER
 ATLANTIC VELLUM ★ ATLANTIC DUROPAKE
 ATLANTIC LETTERHEAD BOX
 ATLANTIC BOND ENVELOPES
 ATLANTIC BOND CABINET STATIONERY
 ATLANTIC BOXED TYPEWRITER PAPER

A complete line of dependable, standardized business papers

VOLUME BOND ★ VOLUME BOND ENVELOPES
 An inexpensive, dependable watermarked

Eastern Mill Brand Paper

★ ★ ★
 MANIFEST BOND ★ MANIFEST MIMEO BOND
 MANIFEST LEDGER ★ MANIFEST DUPLICATOR
 MANIFEST BOND ENVELOPES

The leading Mill Brand Line in the Economy Group

The above Brand names are registered trademarks

EASTERN MILL BRAND MERCHANTS



Akron.....The Millcraft Paper Co.
 Albany.....W. H. Smith Paper Corp.
 Alexandria, La.....Louisiana Paper Co.
 Atlanta.....Sloan Paper Co.
 Baltimore {Baltimore Paper Co.
 Henry D. Mentzel & Co.
 The Mudge Paper Co.
 Baton Rouge.....Louisiana Paper Co.
 Birmingham.....Sloan Paper Co.
 Boston {John Carter & Co.
 Century Paper Co.
 Cook-Vivian Company
 Von Olker-Snell Paper Co.
 Bridgeport.....Lott-Merlin, Inc.
 Bristol, Va.....Dillard Paper Co.
 Buffalo.....Franklin-Cowan Paper Co.
 Charlotte, N. C.....Dillard Paper Co.
 Chattanooga, Tenn.....Sloan Paper Co.
 Chicago {Birmingham & Prosser Co.
 La Salle Paper Company
 Reliable Paper Co.
 Cincinnati.....The Johnston Paper Co.
 Cleveland.....The Millcraft Paper Co.
 Columbus.....Sterling Paper Co.
 Dallas.....Olmsted-Kirk Company
 Denver.....Dixon & Company
 Des Moines.....Pratt Paper Company
 Detroit.....Chope-Stevens Paper Co.
 Fort Wayne.....The Millcraft Paper Co.
 Fort Worth.....Olmsted-Kirk Company
 Greensboro, N. C.....Dillard Paper Co.
 Greenville, S. C.....Dillard Paper Co.
 Hartford {John Carter & Co.
 Henry Lindenmeyr & Sons
 Houston.....L. S. Bosworth Co.
 Indianapolis {Indiana Paper Company
 MacCollum Paper Company
 Jackson, Miss.....Townsend Paper Co.
 Jacksonville, Fla.....Jacksonville Paper Co.
 Jamestown, N. Y.....The Millcraft Paper Co.
 Kansas City.....Birmingham & Prosser Co.
 Little Rock.....Arkansas Paper Company
 Los Angeles.....Carpenter Paper Co.
 Louisville.....The Rowland Paper Co.
 Macon, Ga.....Macon Paper Company
 Manchester, N. H.....C. H. Robinson Co.
 Miami.....Everglade Paper Company
 Milwaukee.....Wisconsin Paper & Products Co.
 Minneapolis.....Carpenter Paper Co.
 Mobile, Ala.....Partin Paper Co.
 Monroe, La.....Louisiana Paper Company
 Muskogee.....Muskogee Paper Co.

Nashville.....Bond-Sanders Paper Co.
 Newark.....Central Paper Co.
 New Haven.....Whitney-Anderson Paper Co.
 New Orleans.....Alco Paper Co., Inc.
 New York {Berman Paper Corp.
 Forest Paper Company
 Majestic Paper Corp.
 Milton Paper Co.
 A. W. Pohlman Paper Co.
 Oakland.....Carpenter Paper Co.
 Omaha.....Field Paper Co.
 Orlando, Fla.....Central Paper Co.
 Philadelphia {Molten Paper Company
 The J. L. N. Smythe Co.
 Pittsburgh.....General Paper and Cordage Co.
 Portland, Me.....C. H. Robinson Co.
 Portland, Ore.....Carter, Rice & Co. of Oregon
 Providence, R. I.....Narragansett Paper Co.
 Richmond.....Virginia Paper Co.
 Roanoke, Va.....Dillard Paper Co.
 Rochester.....Genesee Valley Paper Co.
 St. Louis.....Shaughnessy-Kniep-Hawe Paper Co.
 St. Paul.....Carpenter Paper Co.
 San Antonio.....Shiner-Sien Paper Co.
 San Diego.....Carpenter Paper Co.
 San Francisco.....Carpenter Paper Co.
 Savannah.....Atlantic Paper Company
 Seattle.....Carter, Rice & Co. of Washington
 Shreveport.....Louisiana Paper Co.
 Springfield, Mass.....Whitney-Anderson Paper Co.
 Stamford, Conn.....Lott-Merlin, Inc.
 Tallahassee.....Capital Paper Co.
 Tampa.....Tampa Paper Co.
 Texarkana, Ark.....Louisiana Paper Co.
 Toledo.....The Millcraft Paper Co.
 Trenton.....Central Paper Co.
 Tulsa.....Tulsa Paper Company
 Waco, Texas.....Olmsted-Kirk Company
 Washington, D. C.....Virginia Paper Company
 Wichita.....Southwest Paper Co.
 Worcester.....Butler-Dearden Paper Service
 York, Pa.....The Mudge Paper Co.

Monterrey, N. L., Mexico.....Carpenter Paper Co.

★ ★ ★

EASTERN CORPORATION DISTRICT SALES OFFICES		
Boston	Washington	Atlanta
New York	Chicago	Dallas



Color/

ADDS CHARM.

... and the world needs it today as never before.

The demand for COLOR... and still more COLOR in every branch of selling is a challenge to the Graphic Arts Industry...

To meet this challenge, Sinclair & Valentine, always in step with the growth of the Printing Industry, is day-by-day adding improved formulations to the thousands already in active use in varied fields. Our modern laboratories, staffed by experienced research chemists, are always at the service of the Printing and Lithographic Industries.

Sinclair and Valentine Co.

Main Office and Factory: 611 West 129th Street, New York City

Albany	Birmingham	Charlotte	Cleveland	Dayton	Havana	Kalamazoo	Los Angeles	Mexico City	Nashville	New Orleans	San Francisco
Baltimore	Boston	Chicago	Dallas	Detroit	Jacksonville	Kansas City	Manila	Miami	New Haven	Philadelphia	Seattle

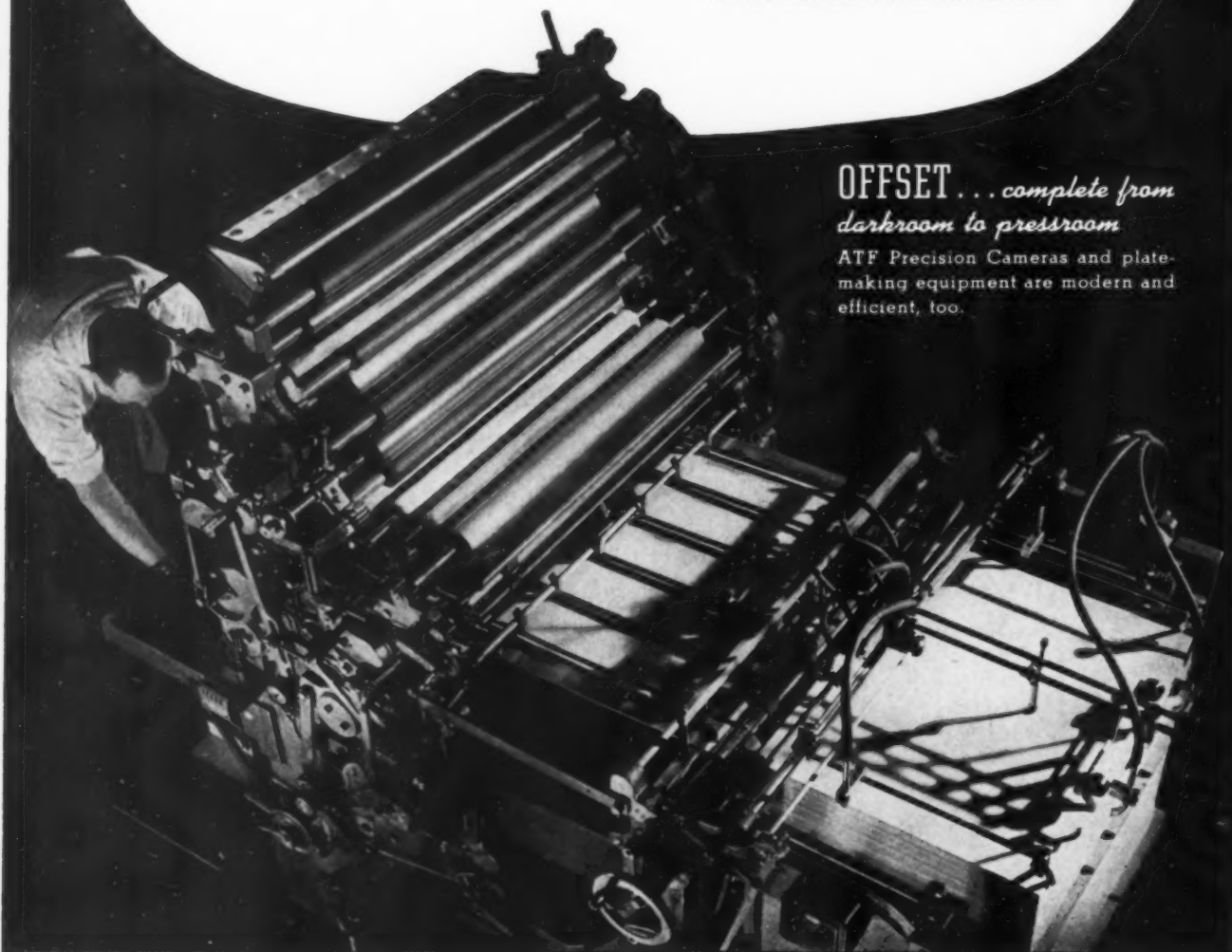


Job-offset presses

BUILT to handle a wide range of run-of-hook work simply, speedily, at a profit, the ATF Chiefs are every-day presses around the busy commercial shop. ATF Chiefs come in three most useful sizes: 14x20, 17x22, and 22x29.

Ask your ATF Salesman, or write for commercial samples of actual runs that show what the Chiefs can do for you.

Insure the future of your business through active participation in the industry's cooperative research and educational programs—join the Lithographic Technical Foundation.



OFFSET . . . complete from
darkroom to pressroom

ATF Precision Cameras and plate-making equipment are modern and efficient, too.

AMERICAN TYPE FOUNDERS 200 Elmora Avenue, Elizabeth B, New Jersey

SAM'L BINGHAM'S SON MFG. CO.

MANUFACTURERS OF

**PRINTERS' ROLLERS
LITHO-OFFSET ROLLERS**

**RUBBER
NON-MELTABLE
FABRIC-COVERED
ROTOGRAVURE**

ROLLERS

**OFFSET
COMPOSITION
VARNISH & LACQUER
GRAINING**

OFFSET ROLLERS

LITHO-PRINT (Rubber or Synthetic)
for Durability and Printing Qualities.

SAMSON (Vulcanized Oil)
Lower Priced but with Equally
Good Printing Qualities.



ASK FOR OUR QUOTATION

FACTORIES

ATLANTA 3
CHICAGO 5
CLEVELAND 14
DALLAS 1

DES MOINES 2
DETROIT 10
HOUSTON 6
INDIANAPOLIS 2

KALAMAZOO 12
KANSAS CITY 6
MINNEAPOLIS 15
NASHVILLE 3

OKLAHOMA CITY 6
PITTSBURGH 3
ST. LOUIS 2
SPRINGFIELD, O.

Roller Makers since 1847



For the finest rollers on those fine new presses

☆ ☆ ☆

Specify Ideals

You can afford only the best on those post-war presses you will soon install in your plant. On these machines, many of which cost thousands of dollars, you will want to exercise the wisest economy by using all Ideal rollers.

The ultimate efficient operation of the new equipment depends entirely upon rollers. Up-to-date rollers can enhance the advan-

tages of many new and important press features.

There are Ideal rollers for the latest types of coatings, heat-set and aniline inks; for rotogravure, lithographic, typographic and newspaper inks!

BE SURE OF DEPENDABLE EQUIPMENT—SPECIFY IDEALS NOW!

IDEAL ROLLER & MANUFACTURING CO.

2512 West 24th Street
Chicago 8, Illinois

• Branches in the principal cities •

21-24 Thirty-ninth Avenue
Long Island City 1, N. Y.



MODERN LITHOGRAPHY, July, 1946

In every printed presentation, whether catalog, booklet or circular, the intent to put one's "best foot" forward can result in "putting your foot in it," unless the exacting preparation starts and ends with good paper—the stage upon which your sales story is presented. Good papers like Northwest mill brands do more than simply carry your message—they add a silent but supporting undertone of prestige to it.



*Mountie Offset • Mountie Book • Klo-Kay Book
Klo-Kay Bond • Carlton Bond • Carlton Ledger
Klo-Kay Index Bristol • Klo-Kay Cream Post
Card • Klo-Kay Mimco-Bond • Carlton Mimeo-
graph • North Star Writing • Mountie Label
Carlton Duplicator • Envelope Papers • Papeteries
Converting Index • Drawing • Adding Machine
Lining • Coating Raw Stock • Cup Paper*

THE NORTHWEST
PAPER COMPANY
CLOQUET • MINNESOTA

Hit it a mile!



Eye on the ball . . . timing . . . power . . . that's what puts a business on base and pushes profits around to home plate. Business experience gives a man a good eye. Timing and power he gains from advertising. Given half a chance, business will produce enough goods to shut out inflation. Later, advertising will help maintain economical operation, low prices and fair profits. Help your customers prepare good advertising, and print it on Champion paper. This complete line includes coated and uncoated for letterpress and offset, business papers, envelope, tablet writing, cover, high finish package wrap, papeterie and specials. Business can use more home run printing!

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO



EDITORIALS

IN a trade meeting in New York many months ago, the counsel for the Amalgamated Lithographers of America stated that in the future that union would organize all lithographic employees, "from the front door to the back." Nothing much in the way of official information has come along since that time until the recent convention of the ALA when the counsel, speaking on the future of lithographic labor, had this to say about organizing: "Shall we organize letterpress workers? The answer is squarely 'no,' because our right to a bargaining unit of lithographic workers exclusively would quickly break down if we organized all types of pressmen and platemakers. Our traditional and present, and correct, form of organizing would be destroyed. We would lose the autonomy we have so carefully established, and lose bargaining rights in a large number of plants.

"Shall we organize so-called general workers? The answer is positively 'yes,' unless local conditions require different action in a particular case. Insofar as their services are allocated to the lithographic plant or department, they are part of our labor setup. Their rights and proper wage relationship can be developed most equitably by us, not by another union. In this respect, let me warn you that simply organizing these workers and doing nothing more will not suffice. The name 'general workers' should be discarded; they should have full membership rights in the mortuary and relief funds of locals; they should have work classifications which dignify, rather than depress their jobs.

"Shall we organize Vari-typists and other workers engaged in similar copy preparation work? The answer is 'yes,' because they are definitely a part of lithographic production. If and when any dispute arises with the I.T.U., we will find a satisfactory solution, I have no doubt."

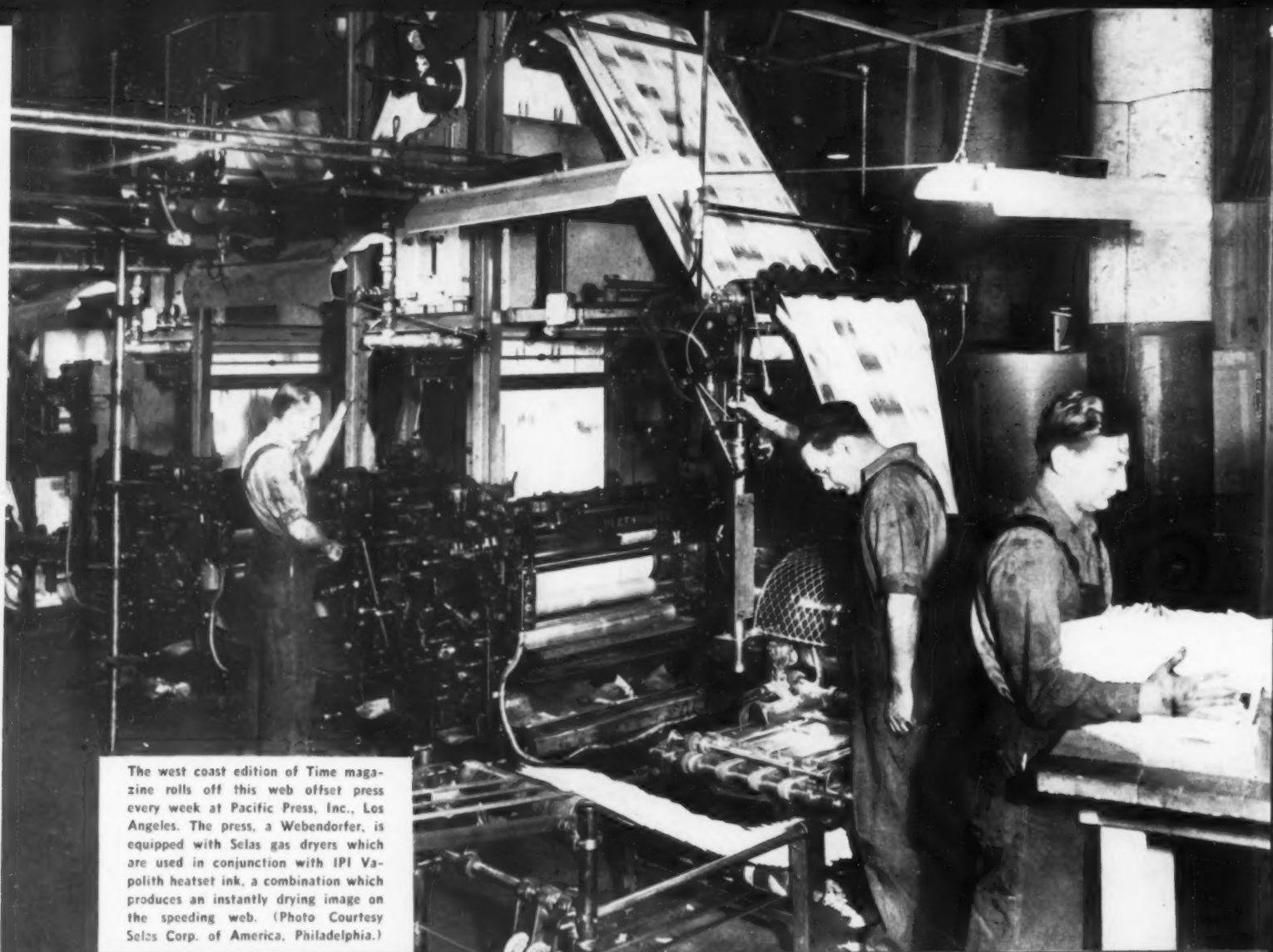
This, taken with other recent union actions pointing toward efforts to obtain a 35 hour week, higher wages and more holidays, seems to outline the pattern of things to come.

On the other hand, the subject of apprentice period requirements was touched upon as follows:

"Not all of today's classifications of work require four years of training. New developments in black and white production have created jobs for people which do not require our traditional four years apprenticeship. You are going to have to do something about this. Black and white photolithography is an integral part of the industry just as much as four-color reproductions of fine art subjects. The failure of the union to keep pace with the facts of life in this industry will force equipment manufacturers and employers to train men themselves, to train men in schools beyond the control of the union and make the way easier for Printing Unions to break into the industry."

The reports (published this month) of various industry training schools set up during the past year or two in important lithographic centers, indicate what can be accomplished through the cooperation of employers and the union. The solution of the problems, revolving around labor's demands on the one hand and the urgent need of more trained employees to meet the expanding production opportunities on the other, are important to the entire industry's future, both labor and management alike. Sincere cooperation and a willingness to give as well as take, are needed.

WITH price ceilings off early in July, lithographers were speculating on the possible effects on paper and equipment. At press-time the situation was in confusion as Congress considered the alternatives of reviving OPA or letting supply and demand seek a balance. A 20 per cent increase (replacing an earlier 12 per cent jump) in printing equipment prices was announced by OPA in June. Whether equipment prices would remain stable in the face of unprecedented demand was speculative. The American Paper and Pulp Association on July 1 stated that no general rise in paper prices is likely. The principal increases will be in low-priced but needed types of paper which could not be profitably manufactured under OPA ceilings, the association said. Price ceilings on ink had already been suspended during June.



The west coast edition of Time magazine rolls off this web offset press every week at Pacific Press, Inc., Los Angeles. The press, a Webendorfer, is equipped with Sels gas dryers which are used in conjunction with IPI Valolith heatset ink, a combination which produces an instantly drying image on the speeding web. (Photo Courtesy Sels Corp. of America, Philadelphia.)

WEB OFFSET PRESSES

WEB offset presses, ranging in size from those taking a web of paper a few inches wide up to a 70 inch web, and rolling at speeds up to 30,000 impressions per hour, appear to be heading toward an important role in the lithographic industry's future. Making an important wartime contribution to the lithographic needs of the armed forces, these presses are now back at work producing the many specialized types of lithography for which they are especially designed.

Web presses in operation today are of many sizes and types within the ranges mentioned above. There are perfecting presses, printing on two sides of a web simultaneously with each rubber blanket cylinder acting as the impression cylinder for the other; four-color presses printing

four colors on each side of a web at high speeds; presses delivering cut-off sheets, or rewound rolls, or folded signatures; and presses which deliver up to 30,000 8 1/2" sheets per hour, cut from a web 10 to 14" wide.

These presses, as designed today, are highly specialized machines used only in producing specialty lithography in sizes or runs to fit the press, or for which the press has been especially constructed. In the case of the small web offset, a patented quick plate change arrangement, enabling a plate to be removed and a new one installed in less than five minutes, makes this press thoroughly practical for runs of 500 sheets up to 100,000 sheets. This eliminates the jogging and paper cutting operations required where a job ordinarily would be run "four up."

Fred A. Hacker, manager of research and development at American Type Founders Co., in speaking before the New York Litho Club recently emphasized that the web press is not a flexible nor versatile printing unit. He outlined certain types of work best suited for offset web printing as follows:

Office forms and office stationery, letterheads, checks and sales books.

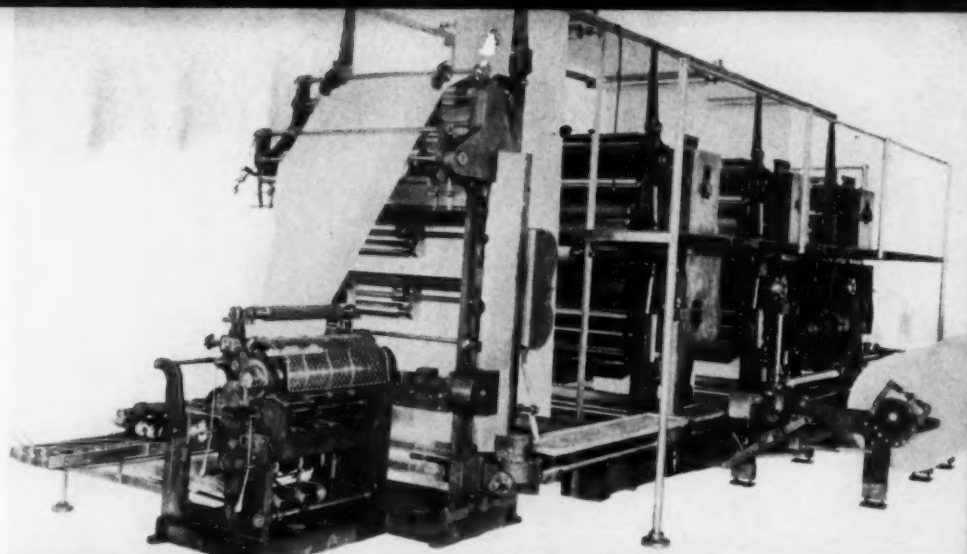
Snap-out forms and fan-fold forms for accounting and billing purposes.

Box tops, packages and box wraps, fancy papers.

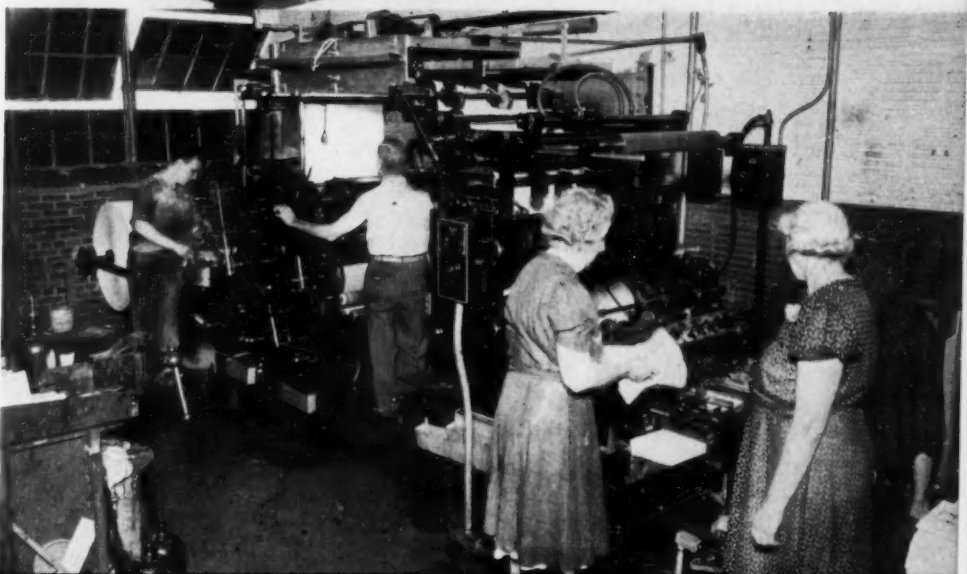
Newspapers, periodicals, magazines and books.

Newspaper and tabloid size broadsides in full color, on both sides of the sheet—for department store, chain

This web press at the Journal of Commerce plant, Portland, Oregon, during the war produced the Kaiser shipyard newspapers, at the rate of 90,000 copies a week. The 11½ x 17½" papers could be lithographed with 2 colors on one side and three on the other, at 12,000 completed copies per hour.

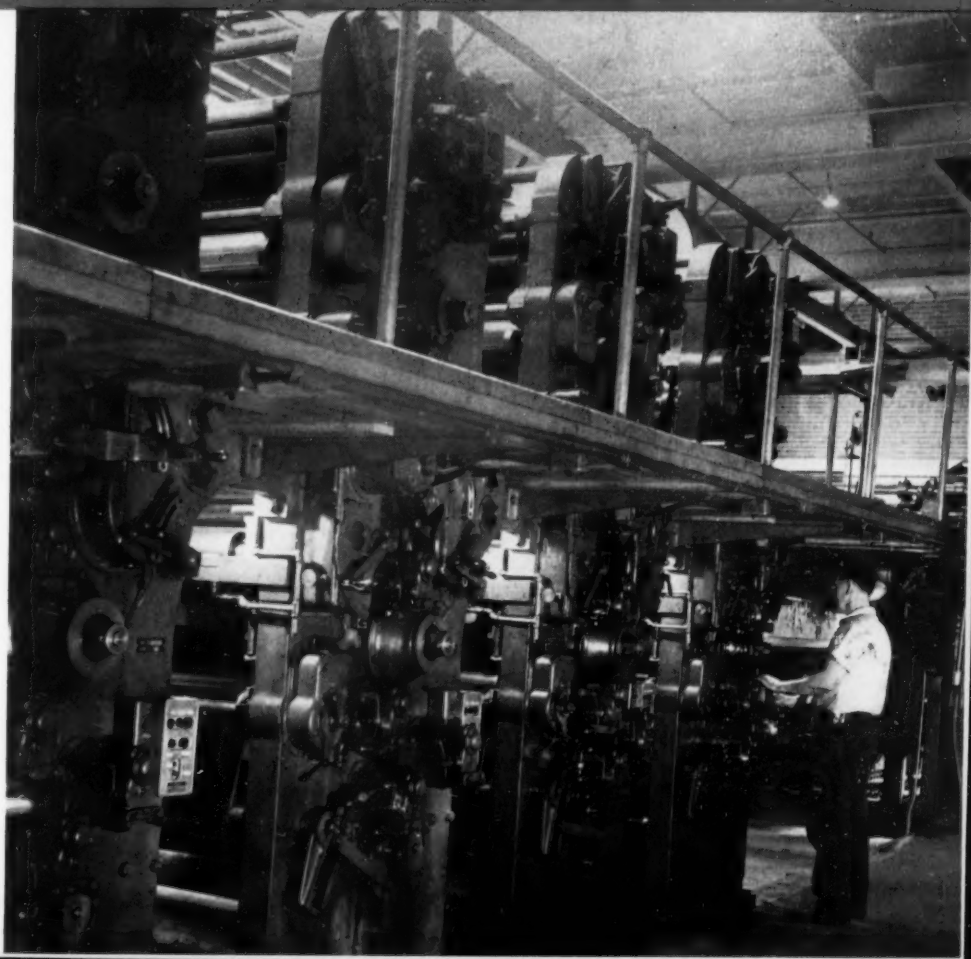


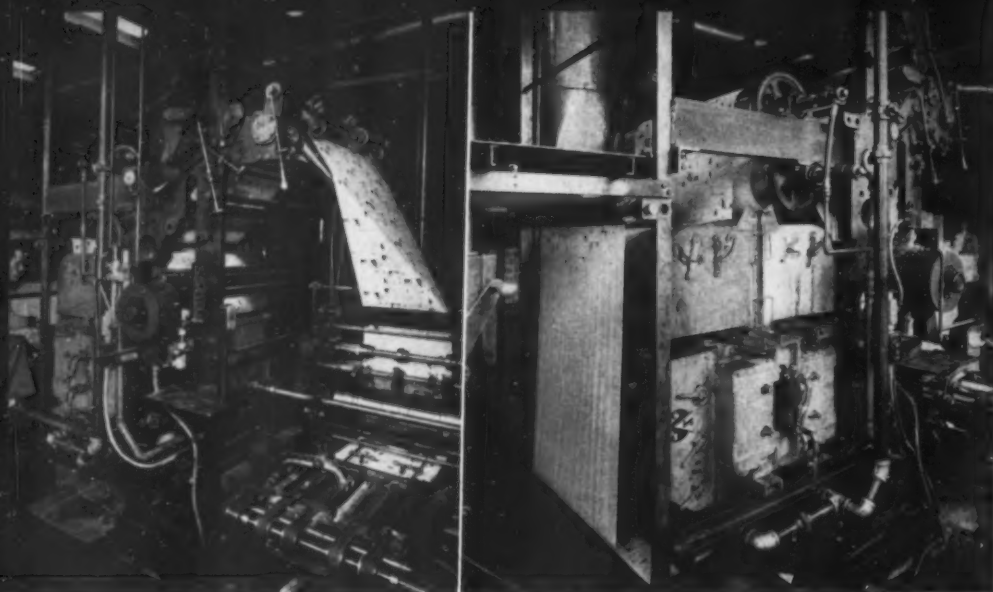
ML subscribers have met Daisy June before. That's the name given to this web press at Raritan Arsenal, Metuchen, N. J. A Webendorfer perfecting press, its printing units are arranged so that the rubber blanket of one unit acts as the impression cylinder for the twin unit, and vice versa. With a folder attached, the press delivers folded signatures of army manuals all ready for collating and binding. (Official U. S. Army photo.)



their role looms large in lithography's future

Largest web offset press is this giant at the Trenton Times, Trenton, N. J., which lithographs four colors on each side of a 70 inch web at speeds up to 15,000 cylinder revolutions per hour. The web passes from one printing unit to the next on a horizontal plane with no compensating or other rollers touching it. The press, built by R. Hoe & Co., utilizes Vapolith heatset inks instantaneously set with Selas dryers. (Photo reproduced by courtesy of Trenton Times.)





Left—A partial view of a newly installed web offset press at the plant of Emerson Press, Pittsburgh. The set-up includes a Sela Vapo-Lith Dryer, shown at the pressman's right. This equipment completely dries 18 000 feet of paper per hour. On the right is a close-up of the gas-fired dryer. The paper enters at the bottom and flames from gas refractory ribbon burners are directed on it. As the flames drive the solvents out of the ink, the solvents are ignited. All fumes are removed by an exhaust fan. (Photos courtesy Equitable Gas Co., Pittsburgh.)

store, and similar direct mail advertising.

Mail order catalogs and telephone directories.

And any other long run jobs.

The above types of work are such that they can make use of the advantages peculiar to web operation. Long runs of specialized jobs can be produced at much lower cost than on a sheet-fed offset press. High speeds can be attained, up to 12,000 to 15,000 folded sheets per hour depending on the type of folder used. Also depending on the type of delivery equipment used, finished work may be delivered in piles of sheets or in rewind rolls.

Web printing permits the simultaneous printing on several different webs going through different printing

units on the press, for such work as newspapers. On newspaper style presses imprinting can be accomplished while the press is in operation. A dual rubber plate imprinting unit, which may be operated alternately, permits makeready and changing of imprints without stopping the press.

Because no grippers are required on the web-fed press the cylinder gap can be smaller, providing more image area for the same diameter cylinder. Impression cylinder surfaces can be continuous, eliminating any gap. Some of the presses are constructed on the unit principle so that additional color units may be added to meet expanded requirements.

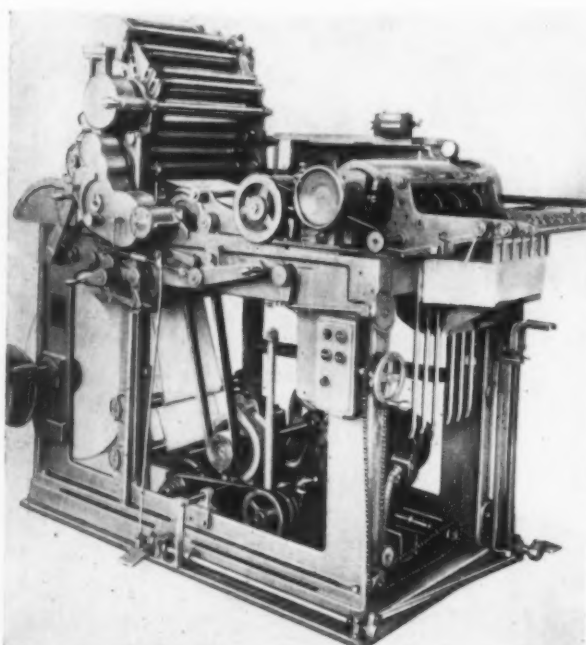
Many bindery operations can be

performed while the web is passing through the press, thus eliminating other steps toward the completion of the job. These operations include punching, perforating either crosswise or lengthwise, numbering, cutting and folding.

The setting of inks on a web fast enough to permit folding and other operations without danger of smearing, has always been a problem. The use of an absorbent stock such as newsprint, provides an answer to the problem for types of work where this stock is suitable. For other work on higher grades of paper, special quick-setting inks are needed. One of these inks, setting on the heat-set principle is proving successful, and is being

(Continued on Page 77)

This Hoe web offset jobber, of which several were built before the war, takes a web 10 to 14" wide, and cuts off sheets 8½" wide; runs up to 30,000 revolutions per hour; takes stock from onion skin to bristol. Said to be fastest offset press in the world. At right is a close-up of water and ink, cylinder assemblies.



lithography sells travel again

**Crocker-Union on the coast
produces 20,000,000 full
color scenic views for vast
Standard Oil travel project**

by **ELSA GIDLOW**

LITHOGRAPHY is out on the road again selling travel. This vacation season Standard Oil Company of California will distribute 20,000,000 scenic views in full color of beauty spots in 13 western states, Hawaii and Alaska. There are 800,000 each of 25 different pictures, 9 x 12", tipped onto art mats for framing or clipping into the albums the company is selling at cost for collectors.

Crocker-Union, San Francisco, who did the lithography, say that the job took 37 carloads of paper (1,400,000 pounds), and the finished views bulk up to 50 carloads. It took close to a ton of paste to tip the pictures onto the mats.

This huge job, says Roland Myers, of the lithography firm, was run off on two-color presses. The views were taken from 4 x 5" and 35mm kodachrome photographs made by both professionals and amateurs. Standard claims to have been in touch with 7,000 photographers all over the United States in the process of collecting the views. Some were specially commissioned, and in one case, a photographer flew 3,000 miles to get a single picture. Such photographers as Ansel Adams, Fred Bond, Ray Atkeson, John Kabel, and Mike Roberts

are represented. The 25 pictures chosen were eventually culled from 4,000 submitted by 600 amateurs and professionals. In making choices the company attempted to strike a balance between well known and little known spots accessible by automobile. The range is from such popular attractions as Yosemite National Park, California, to unfamiliar spots like Snowmass Lake in Colorado.

Elucidating its choice, Standard officials say: "Picture subjects are the attractions of the West—places and things people travel to enjoy. National parks and monuments lead the list. Regions such as the Redwood Highway or the Navajo country play an important part. Sports such as skiing, natural beauty such as wildflowers and blossoms are also publicised."

To get away from guide-book and stereotyped descriptions, Standard got together a list of well-known authors to do the writing which goes with each view. Some of them are Don Blanding, Gertrude Atherton, Donald Culross Peatty, Ernie Pyle, Irvin S. Cobb, Ernest Haycox, and 16 others. On the back of each mat is further "informative and amazing" material about the picture locales. The views themselves, however, are repro-

duced with no printing or advertising.

The company planned the campaign to get more publicity and promotion out of it than the direct distribution to service station customers will afford, although this is the prime consideration.

Being without obvious advertising of Standard Oil, they can be (and are being) used by department stores, other retailers, chambers of commerce, newspapers, magazines, schools and museums. Blow-ups for such display purposes were made for the company by Film Industries of New York by a photo gelatine process. Department stores and retailers are glad to display the blow-ups (crediting Standard) because they help sell vacation and travel merchandise. For newspapers and magazine readers these views capitalize on the appeal that makes regional books a current publishing phenomenon. Museums display them as examples of color photography and records of the West. Schools take them for visual education work. And the whole ties in with a coastwide promotion of the West which is now in progress by just about every business individual, group, and organization.

(Continued on Page 89)

PLATE METAL AND GRAIN

By S. A. SHERIDAN

THE question has been raised from time to time at conventions of the Lithographic Technical Foundation, and in the trade press,—“Why don’t we standardize.” It is apparent, therefore, that there are within the Foundation, proponents of standardization.

These especially, may be pleased to learn that work at the Armour Research Foundation on "Improved Grained Metal Plates for Lithography" has had standardization as one of its principal objectives, and tentative specifications for zinc sheet and for aluminum sheet intended for mechanically grained litho plates, have been drawn up for consideration.

In addition, a great deal of work has been completed in standardizing the grain itself. Measurements of grain depths and size and microscopic observations have been recorded and reported upon samples of grained plate, both zinc and aluminum, secured from firms at such diverse location, to make the samples national in scope. Added to these are measurements and observations upon new plates grained in the laboratory at Glessner House of Illinois Institute of Technology, with tests running the gamut of abrasives ordinarily used by the trade.

These preliminary steps in standardization will be discussed in turn.

The first step in the improvement of a product is to understand it, as is.

For this purpose visits were made to important sources of sheet manufacture, as follows: American Zinc Products Division, Greencastle, Indiana; Illinois Zinc Company, Peru, Illinois; Matthiessen-Hegeler Zinc Co., LaSalle, Ill.; The New Jersey Zinc Co. Palmerton, Pa.; and Aluminum Research Laboratories, New Kensington, Pa.

The American Zinc Products Division, the Illinois Zinc Co., and the Matthiessen-Hegeler Zinc Co., supply the bulk of the production of zinc base litho sheet in the United States. The Illinois Zinc Co. is a member of the Lithographic Technical Foundation.

The New Jersey Zinc Co. is a very large zinc producer, and has performed an enormous amount of research on zinc and related products, but litho sheet is a specialty which this company does not at present manufacture.

As a result of these plant visits the following tentative specification was drafted, and is submitted, herewith, for comments and revision, and for further coordination with the manufacturers of zinc sheet for lithoplate:

Tentative Specifications for Zinc Sheet Intended for Mechanically Grained Litho Plates

Scope

1. These specifications cover zinc sheet intended for use in the lithographic printing process.

Manufacture

2. (a) The zinc sheets shall be made of furnace refined zinc spelter, or remelt, in accordance with best practice.
- (b) The zinc sheets shall be flat rolled and by the pack rolling method.
- (c) All steps in the manufacturing process shall be such to produce the best commercially obtainable uniformity in composition, physical properties, dimensions, and surface.

Chemical Composition

3. The zinc sheets shall conform to the chemical composition requirements of Table I.

Table I. Chemical Requirements

Lead, %	.30 max.
Iron, %	.02 max.
Cadmium, %	.08 to .20
Zinc, %	remainder

Physical Properties

4. (a) Rockwell Hardness
The zinc sheets shall conform in Rockwell hardness to the following requirements:
Rockwell H95 to 100 (60kg load, 1/8" penetrator)
or
Rockwell 15-T65 to 75 (15kg load, 1/16" penetrator)
- (b) Tensile Strength
The zinc sheets shall conform in tensile properties to the requirements of Table II.

Table II. Tensile Properties

	Ultimate Tensile Strength, min. psi	Elongation, min. % 2"
With grain	25000	30
Across grain	30000	25

- (c) Bend

The zinc sheets shall conform to the bend requirements of Table III.



The Author

Table III. Min. No. of 90° bends,
1/16" radius

With grain	16
Across grain	12

Number of Tests

5. (a) A minimum of one complete chemical analysis for lead, iron and cadmium shall be performed from metal sampled from each furnace per eight hours' operation.

(b) A minimum of one set of hardness, tensile and bend tests shall be taken from the production of each final pack rolling mill per eight hours' operation.

Method of Test

6. (a) Chemical Analysis
Chemical analysis shall be according to applicable sections of the current "American Society for Testing Materials Methods of Chemical Analysis for Metals."
- (b) Rockwell Hardness Testing
Rockwell hardness testing shall be according to Specification ASTM E18-42, "Rockwell Hardness and Rockwell Superficial Hardness of Metallic Materials, Tests for."

Sheet specimens .020" or under shall be tested in two or more thicknesses when using the H scale.

- (a) Tension testing shall be performed according to specification ASTM E8-42, "Tension Testing of Metallic Materials," using the standard rectangular tension test specimens with 2-in. gage length, and full sheet thickness.
- (b) Bend Testing
Bend testing shall be performed upon strips 6 to 8" long and 1 to 1½" in width, with parallel edges rounded to diameter equal to sheet thickness. These shall be gripped upright in a vise, with 3 to 4" extending. The vise shall

have upper edges rounded to 1/16" R. Specimen shall be bent, by hand, through 90° (count 1), returned upright (count 2), then bent 90° in opposite direction (count 3) and returned (count 4), etc., to failure. Cracking to any length and to a depth of one-half the sheet thickness, shall be considered failure.

Permissible Variation in Thickness

7. Sheets shall be commercially flat, with maximum permissible variation in thickness as noted:
Thickness .020" or less, thickness tolerance $\pm .001$ ". Thickness over .020", thickness tolerance $\pm 6\%$.

Permissible Variation in Dimensions

8. Sheets shall be furnished to dimensions specified, within the limits of good commercial practice.

Direction of Rolling

9. (a) Unless otherwise specified, for lengths up to *—, direction of rolling shall be parallel to the longer dimension or length of the sheet.
For lengths over *—, direction of rolling shall be parallel to the longer dimension or length of the sheet.

*—To be filled in upon agreement with manufacturers.

Workmanship and Finish

10. (a) Unless otherwise specified the surface of one side of each sheet shall be of litho quality and the other of good commercial quality, not necessarily the equal of litho quality.
(b) Finish of zinc sheets of litho quality shall be secured by suitable pack rolling, without special hand or mechanical polishing. Hand polishing of local defects shall not be permitted.
(c) Litho surface quality shall constitute flat plate as pack rolled, free from buckles and free from local imperfections such as pits, scratches, nicks, laps or seams of a nature to render the surface unsuited for litho processes.

Inspection

11. The manufacturer shall afford the purchaser, without charge, all reasonable facilities to satisfy him that the material is being furnished in accordance with these specifications.

Rejection

12. Material that fails to conform to these specifications will be rejected and the manufacturer shall be notified. In case of rejection, the responsibility of the manufacturer shall be limited to replacing the material with other material which conforms to the requirements of these specifications, without charge to the purchaser.

With regard to aluminum, specifications for sheet intended for use as litho plate are currently on a somewhat improved basis (with respect to zinc) since formal sheet specifications for aluminum already include several grades, including those currently furnished for use as litho plate.

For instance, for the grade of aluminum commercially designated as 2 S1/2H, American Society for Testing Materials Tentative Specification B25-44T, "Aluminum Sheet and Plate" may be modified very slightly to restrict it to sheet intended for use as mechanically grained litho plates as follows:

Scope

Restrict to sheet intended for mechanically grained litho plates

Manufacture

No change

Chemical Composition

No change

Chemical Analysis

No change

Sampling for Chemical Analysis

No change

Methods of Chemical Analysis

No change

Temper and Tensile Properties

Restrict to ½ H, or as desired

Bending Properties

Change to make strictly comparable to bend test as proposed for zinc sheet

Test Specimens

Restrict to ½ H, or as desired

Number of Tests

Restrict to ½ H, or as desired

Permissible Variations in Thickness

Restrict to ½ H, or as desired, and to litho plate thickness

Workmanship and Finish

Change to conform to litho quality

Inspection

No change

Rejection

No change

Similar arrangements may be made for 52SH, or other aluminum plates, as desired.

Upon the approval by the Foundation and the sheet manufacturers of these drafts, they may be issued as official tentative specifications, and copies may be issued to all members for use in their purchase specifications.

Using plates which are in that manner furnished to official Lithographic Technical Foundation specifications, the lithographer has taken a big step towards control of quality. If any

subsequent trouble shooting locates deviation from specification, with respect to the plates, formalities of making correction are greatly simplified.

After six months or a year, the tentative specifications may be reviewed, by circulated questionnaire, or by committee, or both. Desirable improvements which may have come to light, may be incorporated, and the specification may drop the word "Tentative" from its title. The process of reconsideration may then be continued at intervals, and arrangements made in that way, to best serve the interests of the members of the Lithographic Technical Foundation.

Standardization of Grain

Turning from a study of plates, and giving consideration to plate grain it becomes immediately apparent that standardization is a job which is built from the ground up. For instance, it may be difficult to conceive a standard grain placed upon non-standard plate, and vice versa, a standard plate provides an ideal medium upon which to study and construct a standard grain. Continuing in a similar manner through the lithographic process, as each succeeding step is changed from a variable to a fixed and known constant, it is inevitable that quality and production will improve.

It has been mentioned that tests and observations have been made upon samples of national scope. One of the

measurements has been grain depth.^{1 2} This is only one of many properties which affect grain quality, but if it is assumed for the sake of discussion that all else remains either proportional or constant, then an initial rough classification of grain may be made by its depth. In spite of the wide scope of sample source, it was found that regular litho grain fell into the following classification:

Arbitrary Classification	Percentage of Samples	Grain Depth, In.
Fine	36	.0004 to .0006
Medium	48	.0007 to .0009
Coarse	16	.0010 to .0012

A poster grain sample ran .0020", or about twice the depth of the coarse classification.

Granting that there are a number of variables in grain production, yet if plate material, graining marble size—kind—and quantity, quantity of water and detergent, abrasive size—kind—and quantity, size and number of rotating machine cycles, and duration of operation are all standard, it appears that results should be reproducible. Even with uncontrolled conditions, if plates of equal grain depth were given a light surface blast treatment with a standard micro-sized abrasive, it is likely that exceedingly uniform plates would follow.

A set of graining tests with all such conditions recorded has been made at

¹ Sheridan, S. A. "Research on Improved Grained Metal Plates for Lithography"—The National Lithographer 52, 20-22, 73 (July, 1945).

² Sheridan, S. A. "Measuring Grain"—Modern Lithography 13, 26-29 (July, 1945).

the Glessner House laboratory, and the abrasives used, together with the plates produced, have been photomicrographed as follows:

Plates 1 to 4 represent the fine grain series on zinc, using 3/8" steel marbles and abrasives 16 silica, 0000 quartz, 240 silicon carbide, and 240 aluminum oxide, respectively. Grain depths are .0005, .0005, .0005 and .0004" in turn. Plate magnification is 100 X.

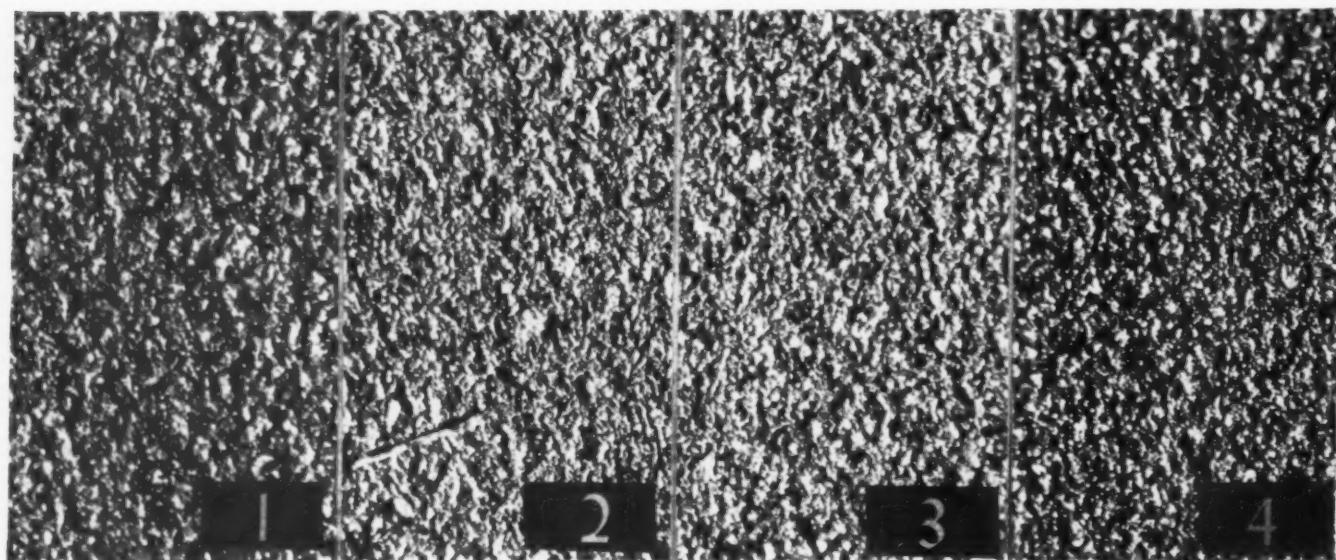
The second and fourth, with 0000 quartz and 240 aluminum oxide appear very slightly finer and more "mossy" than do the first and third, with 16 silica and 240 silicon carbide. There is very little difference between the four, however.

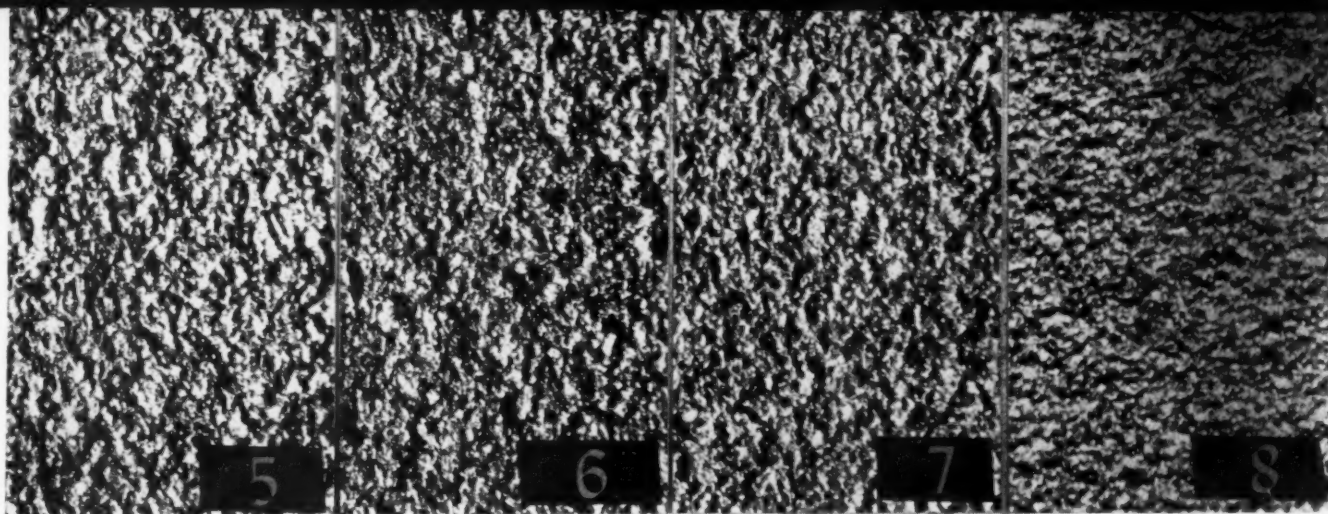
Plates 5 to 8 represent the fine grain series on aluminum grade 2S1/2H, using 3/8" steel marbles and the following abrasives: 10 silica, 0000 quartz, 240 silicon carbide and 240 aluminum oxide. Grain depths are .0007, .0007, .0004 and .0004" in turn. Plate magnification is 100 X.

Plates 5 and 6, with 10 silica and 0000 quartz, are deeper than the remaining two, and deeper than any of the preceding four grains on zinc. A slightly coarser silica abrasive was used in this case, size 10 vs. 16, but 0000 quartz was used for both aluminum and zinc.

All four of the grains on aluminum appear "mossy."

The abrasives used to produce the





eight previous grains are shown in the next set of plates, as follows:

Plate No.	Description	Magnification
9	16 Silica	40 X
10	10 Silica	40 X
11	0000 Quartz	200 X
12	240 Silicon Carbide	40 X
13	240 Aluminum Oxide	40 X

The magnification generally selected for a photomicrograph is a compromise between that great enough for satisfactory detail, and yet low enough to reveal an average field. All the grained plate samples in this series are at a magnification of 100 X. (Another phase of standardization). Most of the abrasive materials, however, were photographed at a magnification of 40X. In these cases the observer may mentally enlarge the abrasive dimensions $2\frac{1}{2}$ times, to compare them on an equal basis with the grain on the plate.

Doing this, it becomes apparent that the silica samples greatly exceed the grain size of the plate. It is

quite apparent that this material is suitably crushed during the graining operation to give the final result. The silica abrasives represent the so-called natural condition, as mined. The grain angles are rounded. Upon crushing, however, sharp broken edges may be anticipated. The 0000 quartz was so fine, that a magnification of 200 X was used, five times as much as with the other abrasives. The quartz, silicon carbide and aluminum oxide all show sharp edges, typical of so-called manufactured abrasives.

The grain is now stepped up to medium. The next four plates, 14 to 17, are for aluminum 2S $\frac{1}{2}$ H grained with $\frac{3}{8}$ " steel marbles again, but with a coarser series of abrasives, 7 silica, $\frac{1}{2}$ quartz, 180 silicon carbide, and 180 aluminum oxide, respectively. Grain depths are .0007, .0008, .0008 and .0008" in turn. Plate magnification is 100 X.

Although of equivalent grain depth,

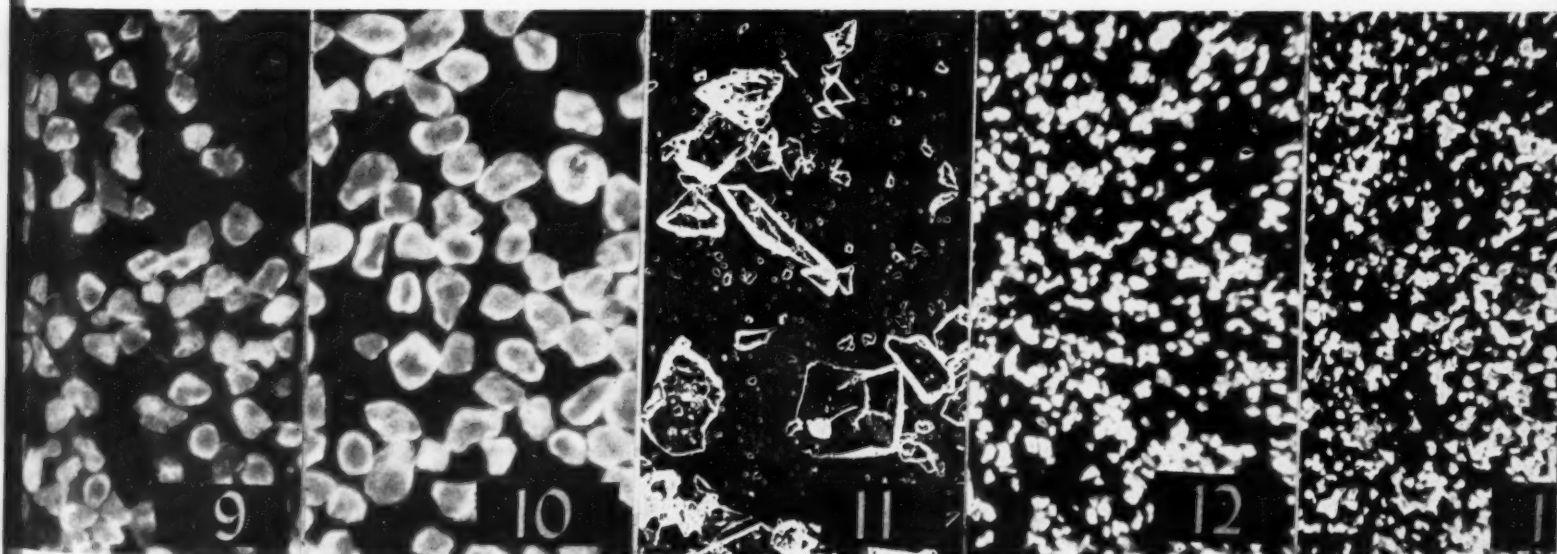
the grain from using silicon carbide and aluminum oxide is in this case very slightly finer in appearance.

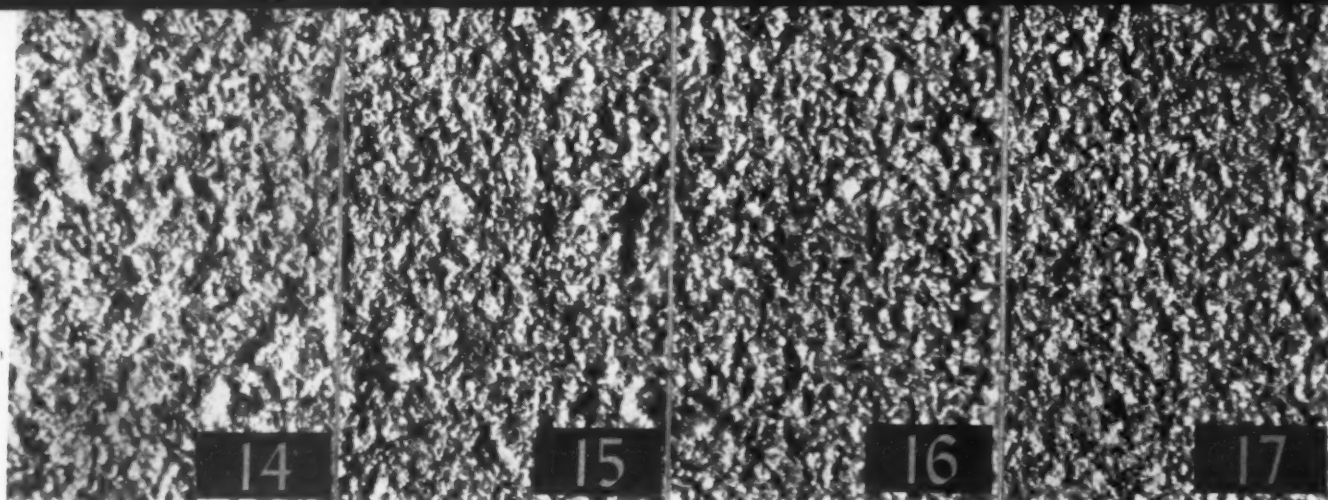
Plates 18 to 21 show the corresponding medium grained plates of zinc, using the same series of abrasives as used with the last set of four aluminum plates, but using $\frac{5}{8}$ " steel marbles instead of $\frac{3}{8}$ ". Grain depths are .0006, .0007, .0007 and .0004", respectively. Plate magnification is 100X.

The abrasives used to produce the preceding eight grained plates are now shown in series, each with a magnification of 40 X.

Plate No.	Description	Magnification
22	7 Silica	40 X
23	$\frac{1}{2}$ Quartz	40 X
24	180 Silicon Carbide	40 X
25	180 Aluminum Oxide	40 X

Again it may be noted that the original grain of the natural silica is more rounded than that of the remaining crushed abrasives and it is inter-





esting to note the increased size of soft abrasive, silica and quartz vs. the hard abrasive silicon carbide and alumina, which may nevertheless yield similar final size of grain.

Plates 26 to 30 again representing zinc, again use $\frac{5}{8}$ " steel marbles, but a coarser series of abrasive intended to yield a so-called coarse press grain. The abrasives used were 3 silica, 2 quartz, 100 silicon carbide, and 100 aluminum oxide and grain depth is .0004, .0006, .0008 and .0007" respectively.

Plate 30 represents that grained

with 100 silicon carbide (Plate 28) and then surface micro-blasted with an extremely fine microabrasive. Plate magnification 100 X.

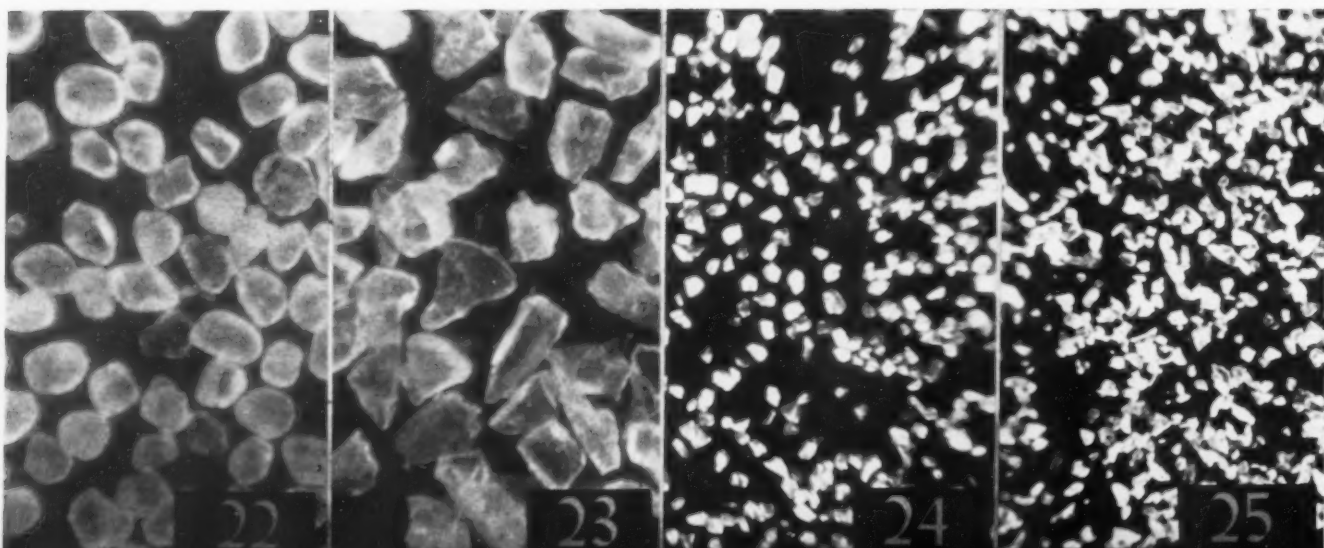
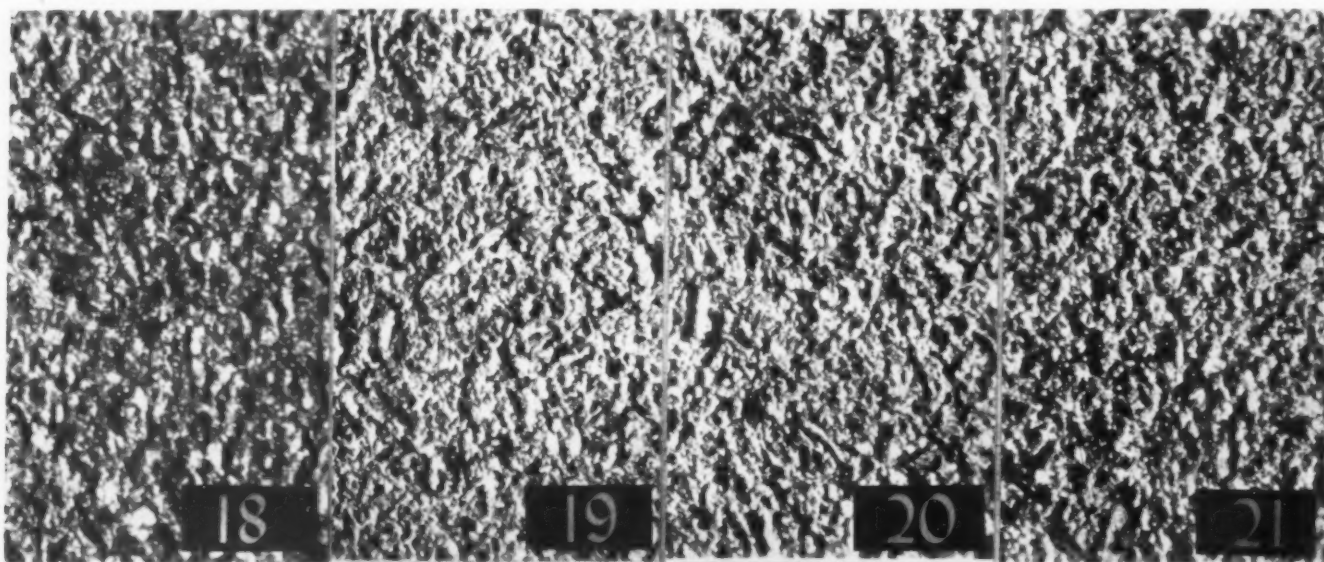
The comparatively shallow grain depth resulting from 3 silica and 2 quartz indicate that marble weight was possibly too light to satisfactorily impress the abrasive into the plate. (Another subject for future checking). Plates 28 and 30 which differ only by a surface grit blasting with microabrasive, both show grain depths of .0008", but grit blasting has enhanced the mossy character of the

surface. This effect is so fine that it can only be noticed with difficulty even at a magnification of 100X.

The abrasives used for the last series of press grain plates are now shown as follows:

Plate No.	Description	Magnification
31	3 Silica	40 X
32	2 Quartz	40 X
33	100 Silicon Carbide	40 X
34	100 Aluminum Oxide	40 X

Plate 35 represents an electron photomicrograph of the microabrasive. This is natural silica, again with somewhat rounded corners.



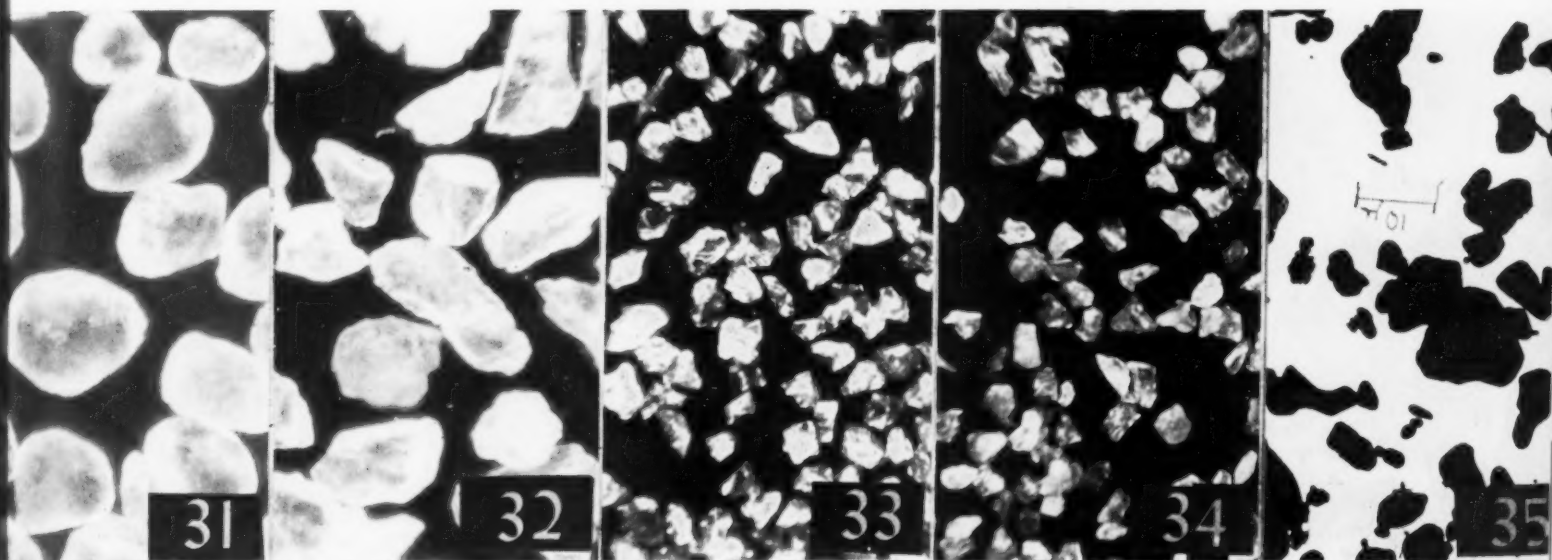
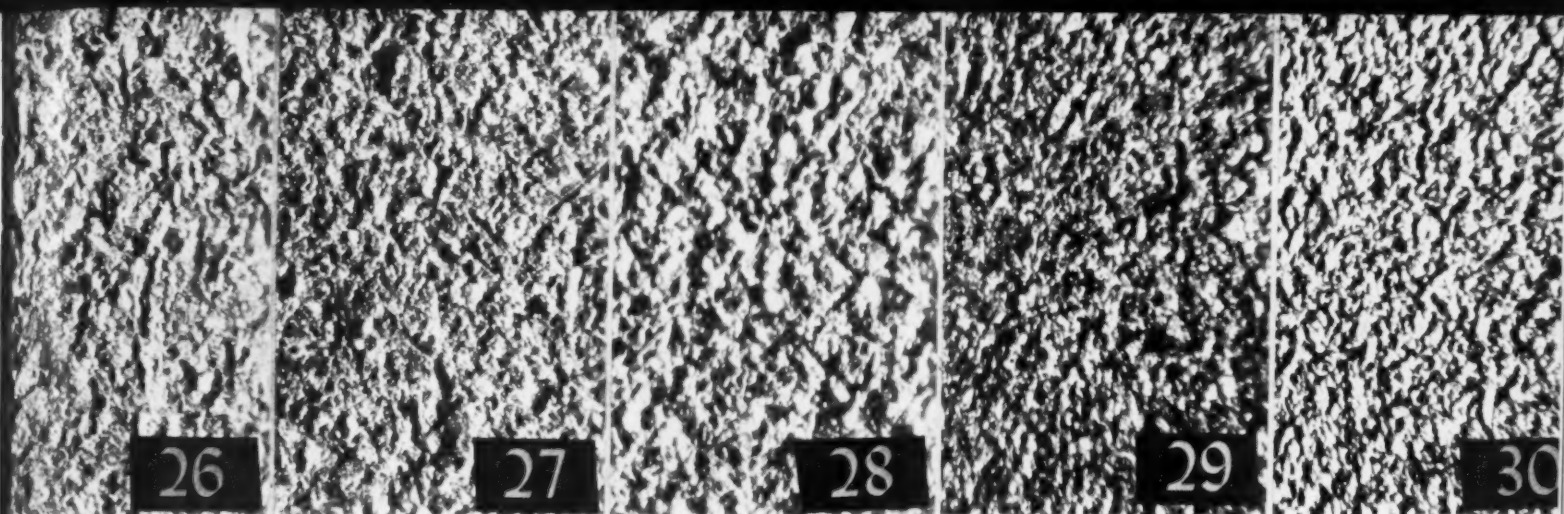


Plate magnification of the electron photomicrograph is 1000 X. A distance is shown on the photomicrograph which is 10u. .01mm or about .0004".

It may be interesting to note here that these very fine microabrasives are available in quantity lots, at about 6½¢ per pound, and that they may be used many times over in usual grit blasting.

Plates 36 and 37 show first a zinc plate and then an aluminum plate, both grained with 120 aluminum oxide as outlined in Zarkin War Department Manual T-20, Jan. 1944. The zinc plate was grained with 5/8" steel marbles and the aluminum plate with 3/8" steel marbles. Grain depth is .0008 and .0009" respectively. Plate magnification is 100 X.

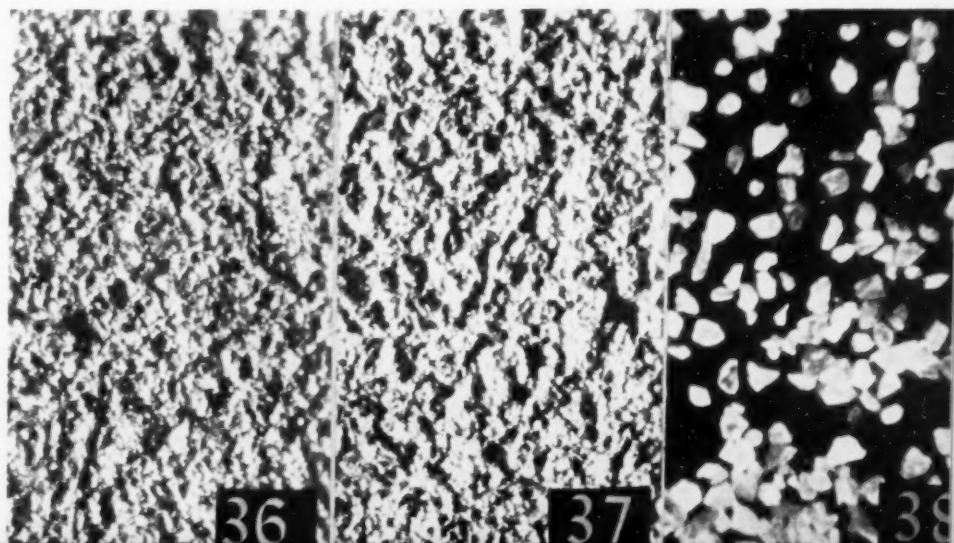
Plate 38 then shows 120 aluminum oxide at a plate magnification of 40 X. This size of abrasive is intermediate between the so-called med-

ium and coarse series in the previous list using 180 and 100 aluminum oxide respectively.

Having made these tests, it is justifiable to ask, "What will be done with this information?" For one thing, the better grains may be culled out, by comparison with the better grains currently used in the field. A detailed report will be issued and then tentative specifications may be drafted for exact designations of such grains, stating also the processes. In that manner one more lithographic problem

should be well on the way towards standardization.

In closing, it is desired to emphasize the desirability for the members of the Lithographic Technical Foundation to cooperate in the coordination and issuance of lithographic materials and process specifications such as those which have been discussed. With proper cultivation, those seeds should result in a crop of standards, and their proper application to lithographic problems should prove profitable.★★



Describe Litho Training Programs

Milwaukee, New York and Cleveland report on the schools and other projects set up for training veterans, apprentices, junior executives, agency men and others in lithography. Chicago plans school.

Cleveland

By Carl Moellmann, President
Continental Lithograph Corp.

(From a report read at the LNA Convention,
Atlantic City, N. J., May, 1946)

CLEVELAND LITHO SCHOOL was formed April 25, 1945 for the purpose of giving night training to returning veterans and new employees. Four Cleveland lithographic firms contribute \$50.00 per month each to defray the expenses of the school. Classes are open to employees of any Cleveland shop whether they participate in bearing the expense or not. The school so far has no tie-up with the public schools or governmental agencies. Classes are run in modest rented space approximately 18 ft. x 40 ft. Thursday nights from 5:30 to 9:30. Instructors are chosen from various shops, and are paid \$3.50 per hour.

Before the school was formed, it was realized that complete backing would be needed from both labor and management. Elected officers of the school are as follows: president — from management; treasurer — president of Cleveland local No. 6 of the Amalgamated Lithographers of America; secretary — from management, but from another participating shop.

Employees who desire to make application for school enrollment may do so on regular application forms either through their shop steward or their plant office. Applications are returned to the treasurer. The treasurer and the other two officers form a screening committee on applications.

In the first year of the operation, no more courses than those in dot etching, stripping and layout were attempted. The success of the school, however, is interesting more and more local plants, and it is hoped with more participating members, to widen the scope of teaching to include camera and press operation. The help of equipment manufacturers is hoped for.

In addition to the Thursday night regular courses, an eight-week Tuesday night course was held for advertising agency production men, commercial art studio representatives, etc.

The original plans were to start the course in a small way as an experiment and if enough interest was shown to repeat it for a wider audience. Fourteen production men from advertising agencies were invited to the first meeting and they immediately requested that their art studio suppliers be invited to subsequent

meetings. This was done and by the third meeting attendance jumped to 63.

William C. Stone, production manager of Copifyer Lithograph made arrangements for the meetings and demonstrations in various plants. The general plan for each meeting was to start with a chart talk and explain as simply as possible the basic nature of the lithographic subject for the evening. At most of the meetings, chart talks and question and answer sessions were conducted by Andrew Balika, superintendent of the Copifyer company. Following the visual briefing of the subject an actual demonstration was held in the shop by employees of the sponsoring plant.

As a result of the enthusiasm shown it is planned to repeat the Copy Preparation Course in the fall of 1946, inviting representatives from art studios advertising agencies, typographers, and production men from industrial advertising departments.

The Cleveland Lithographic School operates on a no-tuition, non-profit basis. The sponsors are Copifyer Lithograph, Continental Lithograph, Crane-Howard Lithograph, Photo-Litho Plate Co. together with Local No. 6 of the Amalgamated Lithographers of America.

Milwaukee

Report by L. E. Oswald, President,
Milwaukee Lithographers Association;
Treasurer, The E. F. Schmidt Co.

(From a report read at the LNA Convention,
Atlantic City, N. J., May, 1946)

IN the fall of 1944, the shortage of lithographic employees in the Milwaukee area began to have its greatest effect upon production. At the same time, demands by the armed forces and war industries for lithographed products required the maintenance of schedules such as had never before been attempted. This condition awakened a few Milwaukee lithographers to the need for a training program for lithographic journeymen for the future. Under the

(Continued on Page 43)

KODALITH FILM

**CLEAR, CRISP LINES
AND CLEAN, HARD
DOTS—THE FILM
THAT'S RIGHT THE
FIRST TIME...**

Several types of Kodalith Film—all with the same emulsion characteristics—permit a close fit to the work in hand. Their uniformity ably supports the skill and judgment of the cameraman in standardizing exposure and processing.

Kodalith Films are supplied in sheets and rolls.
Order from your Kodak Graphic Arts dealer.



- ★ **Kodalith Orthochromatic Film**—Extreme contrast. Sensitivity extends well into the green. For fine line and halftone work. .0055-inch base.
- ★ **Kodalith Thin Base Film**—.0035-inch base permits lateral reversal by printing with emulsion side toward the printing light.
- ★ **Kodalith Halftone Film**—Particularly suited to halftone work requiring dot etching.
- ★ **Kodalith Transparent Stripping Film**—For all kinds of combination work. Readily strips dry, to hold accurate size.

**GRAPHIC ARTS DIVISION
Eastman Kodak Company, Rochester 4, N. Y.**

Kodak

"YTI LAUQ!"

FALPACO coated blanks are noted for it

. . . There's one very outstanding ingredient that printers, lithographers, advertising agency production men recognize at a glance in FALPACO COATED BLANKS.

That is QUALITY!

Whether you spell it backwards or whether or not you can tell it with your eyes shut, QUALITY is there in Falpaco Coated Blanks. Though actual supplies are still unfortunately scarce, improved raw materials and new technical improvements in manufacturing have raised even the high FALPACO, pre-war standards to new peaks of perfection. Falpaco Quality shows up quickly on the press, and effectively on counters and in store windows. It's a sound investment in customer satisfaction, for any lithographer or printer.

Distributed by Authorized Paper Merchants from Coast to Coast



FALULAH PAPER COMPANY

NEW YORK OFFICE: 500 FIFTH AVENUE, N. Y. 18 • MILLS: FITCHBURG, MASS.

"KNOW WHICH WAY TO GO"

Graphic Arts customers wouldn't think of going elsewhere for their requirements.

You, like more than 200 of America's leading lithographers and printers, can adhere to your delivery schedules and place yourself in a better competitive position by getting your name on the list of Graphic Arts customers.

Keep work flowing through your plant unhampered by needless delays occasioned by late or inferior preparation. Our staff of more than a hundred master craftsmen can help effect important economies for you. They are engaged in newest production methods and have at their command the most modern technical equipment of any commercial platemaking plant. We operate 24 hours a day, with overnight deliveries to most printing centers.

If you are unable to handle all your plate needs within your own facilities or do not have a satisfactory source of supply, test us on one job of any kind, whether it be plates or preparatory material, color process, black and whites, highlights, posters, line or halftone negatives or positives for machine transfer, photo-composed press plates, albumen or deep etch, commercial art, photographic service or direct color separations. Write, wire or phone.



MAIN OFFICE AND PLANT • TOLEDO 4, OHIO • 110 OTTAWA STREET • PHONE GARFIELD 3781

NEW YORK OFFICE

148 West 23rd Street • Phone Chelsea 3-2309

DETROIT BRANCH

825 West Elizabeth • Phone Randolph 9122

CHICAGO OFFICE

201 North Wells Street • Phone Randolph 5383

Graphic Arts Corporation of Ohio
MAKERS OF LITHOSETS
TOLEDO • NEW YORK • CHICAGO • DETROIT

● WE DO NOT
OWN PRESSES

The SPRINGHILL TRIO sounds the right note in paperboard printing



It's easy to understand why printers show such marked enthusiasm for the SPRINGHILL Trio—White Tag, Manila Tag and White Index Bristol.

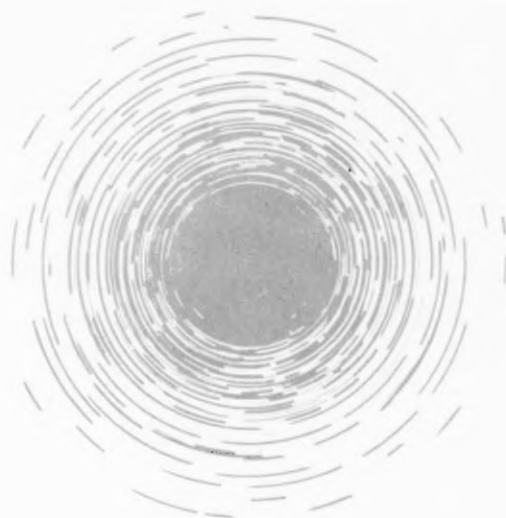
Made from 100% virgin bleached sulphate pulp, these paperboards offer brilliant appearance and unusual strength together with excellent pressroom performance—either in letterpress or offset printing.

These advantages, plus excellent folding qualities, have won for the SPRINGHILL Trio national acceptance for index cards, postcards, die cuts, tickets and menus, job tickets, hospital cards and similar uses.

We wish we had sufficient stocks to supply all those who find the SPRINGHILL Group of papers best for their heavy-duty needs. We are using all our operating facilities as the world's largest maker of papers in our efforts to increase available quantities and to meet current demand.

International Paper Company,
220 East 42nd St., New York 17, N. Y.





SOMETHING NEW UNDER THE SUN

LITHOTEX **PLATE ETCH** *LITHOTEX*

There's nothing like this plate etch for speed and efficiency. It's NEW, improved . . . superior to any other plate etch now in use. PITMAN IS THE FIRST TO INTRODUCE IT! Use it with confidence for zinc plates and in the press fountain. HERE'S WHY . . .

FAST . . . Etching is complete in one minute or less.

ECONOMICAL . . . Low first cost. Only a small quantity is used per plate.

NO CHROMIC SALTS . . . It is absolutely free from chromic acid or any other chromium compound.

UNIQUE ETCH ACTION . . . It contains no gum arabic.

Produces a water receptive matte surface on zinc plates by simple chemical action.

ORDER LITHOTEX TODAY . . . Follow simple instructions on the bottle.

DISTRIBUTED ONLY BY

Harold M. **PITMAN** *Company*
LITHOGRAPHIC EQUIPMENT AND SUPPLY DIVISION

1110 - 13th STREET, NORTH BERGEN, NEW JERSEY
51st AVENUE & 33rd STREET, CHICAGO 50, ILLINOIS
LATIMER, LTD., 90 NIAGARA STREET, TORONTO, CANADA
G. GENNERT, 1153 WALL STREET, LOS ANGELES, CALIFORNIA
156 PEARL STREET, BOSTON 10, MASSACHUSETTS

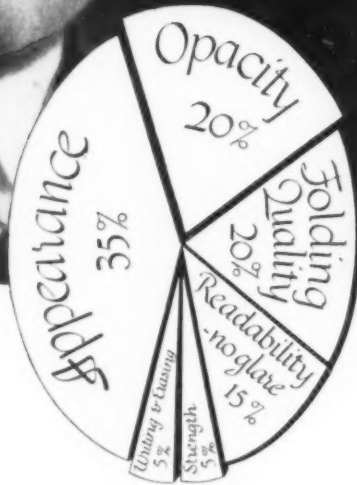


LaSalle University First to Make Bond Paper Pie Chart

Note how President L. G. Elliott of LaSalle Extension University, Chicago, rates the importance of opacity in bond paper at 20 percent in his paper pie chart. President Elliott no doubt had in mind Opaque Certificate when he devised his chart showing the most essential characteristics in bond paper for use in his University. And, as we expected, he rated appearance as most important, at 35 percent. Folding quality and opacity were tied for second place in President Elliott's

chart, each with a rating of 20 percent in importance.

LaSalle has enrolled more than 1,140,000 students, and buys great quantities of bond paper. For its best letterheads, LaSalle uses post-war, cotton-content Certificate, balanced by correct pop test, tear and folding endurance for its fiber content. You also may find it advantageous to use a balanced bond paper which typewrites better and prints faster, offset, letterpress, and on office machines.



CERTIFICATE BOND

Manufactured by Crocker-McElwain Co., Holyoke, Mass.

The Certificate Family of balanced papers—bond, opaque, ledger and index—has the characteristics most important to the user that President Elliott of LaSalle specifies in his chart.

CERTIFICATE DISTRIBUTORS

Albany, N. Y.
Allentown, Pa.
Atlanta, Ga.
Baltimore, Md.
Baltimore, Md.
Boston, Mass.
Boston, Mass.
Bridgeport, Conn.
Buffalo, N. Y.
Butte, Mont.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Chicago, Ill.
Cincinnati, Ohio
Cincinnati, Ohio
Cleveland, Ohio
Columbia, S. C.
Columbus, Ohio
Dallas, Texas
Dayton, Ohio
Dayton, Ohio
Decatur, Ill.
Des Moines, Ia.
Detroit, Mich.
Grand Rapids, Mich.
Hagerstown, Md.
Harrisburg, Pa.
Hartford, Conn.
Hartford, Conn.
High Point, N. C.
Holyoke, Mass.
Holyoke, Mass.
Houston, Tex.
Indianapolis, Ind.
Ithaca, N. Y.
Jacksonville, Fla.
Jacksonville, Fla.
Kansas City, Mo.
Knoxville, Tenn.
Lancaster, Pa.
Lansing, Mich.
Los Angeles, Cal.
Louisville, Ky.
Manila, P. I.
Miami, Fla.
Milwaukee, Wis.
Minneapolis, Minn.
Montgomery, Ala.
Nashville, Tenn.
Newark, N. J.
Newark, N. J.
Newark, N. J.
New Haven, Conn.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
New York, N. Y.
New York, N. Y.
New York, N. Y.
New York, N. Y.
Norfolk, Va.
Peoria, Ill.
Philadelphia, Pa.
Philadelphia, Pa.
Philadelphia, Pa.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Me.
Portland, Ore.
Providence, R. I.
Providence, R. I.
Quincy, Ill.
Raleigh, N. C.
Reading, Pa.
Richmond, Va.
Rochester, N. Y.
St. Louis, Mo.
St. Paul, Minn.
Salt Lake City, Utah
San Francisco, Cal.
Seattle, Wash.
Spokane, Wash.
Springfield, Mass.
Springfield, Mass.
Springfield, Mass.
Syracuse, N. Y.
Tampa, Fla.
Toledo, Ohio
Walla Walla, Wash.
Washington, D. C.
Wheeling, W. Va.
Wilkes-Barre, Pa.
Worcester, Mass.

W. H. Smith Paper Corp.
G. A. Rinn Paper Co., Inc.
Knight Bros. Paper Co.
Henry D. Mentzel & Co., Inc.
Paper Supply Co.
John Carter & Co., Inc.
Storrs & Bement Co.
Lott-Merlin, Inc.
Alling & Cory Co.
Butte Paper Co.
Caskie Paper Co., Inc.
Bond-Sanders Paper Co.
LaSalle Paper Co.
Messinger Paper Co.
Whitaker Paper Company
Cincinnati Cordage & Paper Co.
Cleveland Paper Co.
Epes-Fitzgerald Paper Co.
Central Ohio Paper Co.
Clampitt Paper Co.
Peterson Paper Co.
Central Ohio Paper Co.
Decatur Paper House, Inc.
Newhouse Paper Co.
Chope-Stevens Paper Co.
Quimby-Kain Paper Co.
Antietam Paper Co., Inc.
Johnston, Keffer & Trout
Henry Lindenmeyr & Sons
Rourke-Eno Paper Co., Inc.
Henley Paper Co.
Judd Paper Co.
Plymouth Paper Co., Inc.
Clampitt Paper Co.
Central Ohio Paper Co.
T. G. Miller's Sons Paper Co.
Virginia Paper Company
Knight Bros. Paper Co.
Wertgame Paper Co.
Cincinnati Cordage & Paper Co.
Garrett-Buchanan Co.
Weissinger Paper Co.
American Paper Co.
Rowland Paper Co.
J. P. Heilbronn Co.
Knight Bros. Paper Co.
Dwight Bros. Paper Co.
Paper Supply Co., Inc.
W. H. Atkinson
Bond-Sanders Paper Co.
Lathrop Paper Co., Inc.
J. E. Linde Paper Co.
Henry Lindenmeyr & Sons
Rourke-Eno Paper Co., Inc.
Storrs & Bement Co.
United Paper Co.
Baldwin Paper Company, Inc.
Beckman Paper & Card Co., Inc.
Lathrop Paper Co., Inc.
J. E. Linde Paper Co.
Henry Lindenmeyr & Sons
John F. Sarle Co., Inc.
Old Dominion Paper Co.
Peoria Paper House, Inc.
Garrett-Buchanan Co.
Molten Paper Co.
Thomas W. Price Co.
J. L. N. Smythe Co.
General Paper & Cordage Co.
C. M. Rice Paper Co.
Paper Mills Agency, Inc.
R. L. Greene Paper Co.
Providence Paper Co.
Irwin Paper Co.
Epes-Fitzgerald Paper Co.
Van Reed Paper Co.
Epes-Fitzgerald Paper Co.
Paper Service, Inc.
Acme Paper Co.
Anchor Paper Co.
Carpenter Paper Co.
Bonestell & Co.
Paper Mills Agency, Inc.
B. G. Ewing Paper Co.
Bulkley-Dunton & Co.
Paper House of New England
Whitney-Anderson Paper Co., Inc.
J. & F. B. Garrett Co.
Knight Bros. Paper Co.
Central Ohio Paper Co.
Snyder-Creel Paper Co.
Stanford Paper Co.
Clarke Paper Co.
H. A. Whiteman & Co.
Charles A. Esty Paper Co.





Left—Dr. D. J. MacDonald, dean, Lithographic Dept., N. Y. Trade School. Above is the N. Y. school's photography students in

the daytime class. All GIs, they are from six states. At right is George McLaughlin, dean of the N. Y. school. (Story page 73.)



initiative of the Milwaukee Lithographers Association, a committee was formed to start the activities. As finally set up, the apprentice committee was formed of four employer members representing the Milwaukee Employers Association, and four members representing the union. The Wisconsin Industrial Commission appointed a representative to act as an advisor at all meetings, as state approval was required before the committee could function.

The Committee accordingly divided the lithographic industry into its various trade branches such as pressman, press assistant, color artist, and cameraman. Sub-committees were appointed to study each of these branches and develop a course of in-plant training. These subcommittees were composed of men actually engaged in the trade; it was their duty to determine the amount of time required to train an apprentice to become a journeyman. This was the biggest task in organizing our program and brought out the greatest differences of opinion. When it was completed, we had overcome our greatest obstacle. A typical work schedule follows:

Approximate hours
Required
to become
a
Journeyman

1 Mixing of chemicals.....	300
2 Care and use of Ben Day screens	150
3 Spotting negatives	150
4 Simple opaquing	500
5 Advanced opaquing and cutting in register marks	1,000

6 Etching and staining of color separation negatives	1,950
7 Etch halftone positives...	1,950
8 Lay Ben Day tints.....	800
9 Working up continuous tone ground positives...	1,000
10 Alter press plates, retouch with crayon, put in or take out work with needle or brass points.....	350
11 Air brushing negatives and positives and cut- ting masks	1,200
12 Square up and layout jobs	150
13 Miscellaneous related work	500
	10,000

Under these schedules, 8,000 hours are required for a lithographic off-set pressman.

In addition to its Foreword and work schedules, the committee set up Standards covering the duties of the committee, qualifications of the apprentice and the employer, method of indenture, terms of apprenticeship, probationary periods, and the amount of required outside school instruction. The Standards also provide for compensation rates and for special advancement of apprentices due to unusual proficiency. Apprentices are indentured to the committee and sub-indentured to the employers, and are subject to semi-annual examinations by the committee to review their progress.

By the spring of 1945, with preliminaries completed, and program approved, the committee soon was placing apprentices in the industry.

This "diploma" was presented to each person who attended one or more of the Cleveland School's sessions for advertising agency men and artists.

Our first apprentice was a veteran who had been wounded in action on Attu, and who wanted to become a process artist. His prospective employer was approved, and the indenture put into effect. This apprentice is now, one year later progressing satisfactorily; the employer is satisfied.

VE Day brought about the release of many men from the armed forces, many of whom had worked in lithographic plants before the war, or who had been in Topo units in service. Interviewing veterans soon became a daily procedure for the members of our committee, to be taken in addition to regular duties.

Veterans had to be advised and furnished with information about the

(Continued on Page 73)

Cleveland Lithographic School

Know all men by these presents that

Has been awarded the title of

I.N.K.U.N.T.D.I.T.W.I.L.

(I NEVER KNEW UNTIL NOW THIS WAS THE WAY IN LITHOGRAPHY) and is thoroughly qualified to confuse any and all comers on the whole broad subject of LITHOGRAPHY. By attendance upon this course of happenings, discourses, errors and illustrated stuff the aforementioned party is eminently qualified as to the following:

- 1 To drive any and all lithographers nuts because he knows the exact manner in which cups must be prepared for this process and can be just as difficult as his others will let him.
- 2 To keep up in any meeting... client or other, wise and state without fear of contradiction "Yes can do it better, faster, etc., etc." with lithography they told me so."

And Further Testimony is given to the following qualifications of the aforementioned party to wit:

- | | |
|--|--|
| <p>Interest in Lithography
as shown by willingness to give up leisure time to learn how to prepare cups for lithography.</p> <p>Fortitude
as demonstrated by ability to sit still for an hour or more at each school session on very hard battered chairs.</p> | <p>Alertness
as proved by being able to keep awake most of the time during technical sessions.</p> <p>Tolerance
attained by resistance to throwing things at the instructor when explanations became too technical or over long.</p> |
|--|--|

And Be It Further Resolved that the following sponsors desire to express their sincere appreciation for the willingness to learn about our problems in LITHOGRAPHY, and how to help us to serve you best.

Attest this 18 day of June 1946

 William C. Stone
 Dean

SPONSORS
 CONTINENTAL LITHOGRAPH CO.
 COOPER LITHOGRAPH CORP.
 CRANE, ROSS AND LITHOGRAPH CO.
 PHOTO LITHO PLATE CO.
 AMERICAN LITHOGRAPH CO.
 LOCAL No. 2

"FOR THE IMPROVEMENT OF THE BREED"

Down the centuries racetracks have been the scene of a most fascinating piece of research: which of a number of horses would run the fastest. Recently, and for the first time in history, a jockey park served as the proving ground for a better breed of a quick setting ink.

A publisher of programs and dope sheets printed at the tracks wanted to cut the time it was taking to get his info from the press to the customers. This called for a quicker setting ink, so he put the problem up to us. Result—SPEED KING BLACKS, for job and cylinder work on coated and uncoated stocks with not too hard a finish.

Johnson SPEED KING BLACKS meet your need, too, for an ink that sets quickly, that can be backed up immediately yet not dry out on the press during the day's run. Furthermore, SPEED KING BLACKS assure high quality printing as well as saving time, for they produce clear, sharp halftones and solids with excellent finish.

We have prepared a special folder giving complete information on SPEED KING BLACKS. Send for your free copy now.

CHARLES F. NEU Johnson AND COMPANY
GOOD INKS SINCE 1804

10th and Lombard Streets, Philadelphia, Pa.

**New York • Chicago • Boston • St. Louis • Cleveland • Detroit
Baltimore • Kansas City • Pittsburgh • Atlanta • Dallas**

"Mr. Hope Well" Dispenses Much-Needed Information

A NEW character, in the person of Mr. Hope Well, is exerting an important influence for the good of the lithographic industry. In a comparatively short space of time, his accomplishments have been extraordinary. Mr. Hope Well is the central figure in a booklet whose message is so sound and so valuable, that the demand for copies has skyrocketed. Mr. Hope Well has a lot to say that is extremely pertinent, and he says it forcefully, eloquently, and with unanswerable logic. What's more to the point, lithographers and firms operating in the letterpress field have listened to him and in many cases have heeded his advice.

What Mr. Hope Well wants to achieve is a sounder and more prosperous lithographic industry, and he has demonstrated how it could be brought about in a very practicable way.

For many years the industry has discussed supplies and equipment, wages, hours, and the chances for survival of those who attempt to establish themselves in the offset lithographic business. Mr. "Hope Well" is a mythical character in a well-planned and brilliantly conceived piece of publicity who discusses the various problems confronting lithographers and printers.

"The Experiences of Mr. Hope Well" is a 48-page brochure designed by Rieser Ernst and Associates of Cincinnati, Ohio, and published by the National Association of Photo-Lithographers, 1776 Broadway, New

York, containing the gist of a series of talks given in different parts of the country by the association's executive secretary, Walter E. Soderstrom. The salient features of those talks, delivered to many organizations, among them the Printing Industry of America, Amalgamated Lithographers of America, and many metropolitan graphic arts associations, embrace the ever-important and vital questions connected with entering the photolithographic industry. Complementary problems such as poor management, price-cutting, cost of equipment, and the type of employees required, are dealt with specifically in question and answer form.

The creation and publishing of this booklet was an important public-relations job, and it could not have been planned or executed by any one lithographer, or even a group of lithographers located in a single territory.

The project was inspired by the collective enthusiasm and interest of the association's membership.

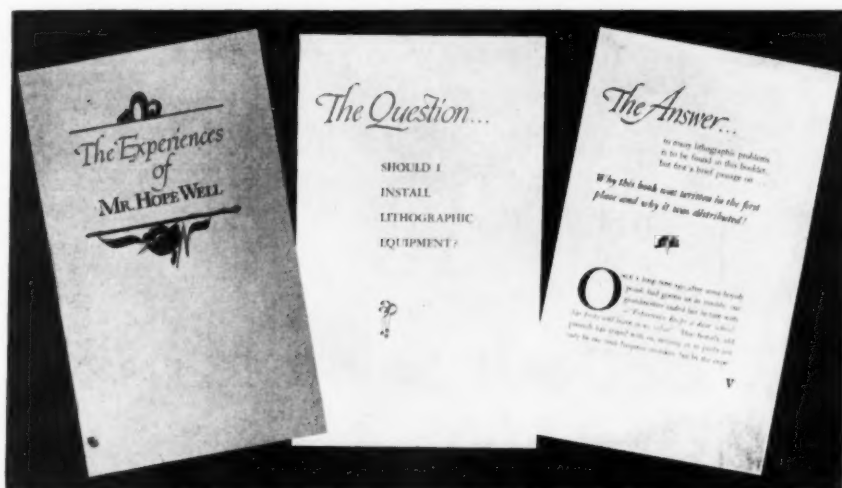
Lithographers are aware that their industry has grown considerably in the past few years. It is also generally agreed that business prospects at present are quite good. Hence many aggressive and forward looking persons are planning to set themselves up in the offset business by purchasing either new or used equipment. Some of these plants will be exclusively lithographic, and others adjuncts to letterpress establishments.

If these new enterprises are properly planned, if they are based on judicious selection and adequate capital, and if they are located in strategic centers where there is a demand for their particular product, their chances for survival are reasonably good. However, if any, or a majority of these elements are missing, these new businesses are destined for a precarious existence at best, and finally, after struggling for a while, may close their doors forever.

The unfortunate situation, in view of these possibilities, is that many of these poorly organized and struggling businesses would try desperately to hang on as long as possible. Thus, there would be the disagreeable possibilities of cut-throat competition and the lowering of quality standards.

It stands to reason that no one desires to engage in a venture where the chances of failure are infinitely greater than those of success. This logic ap-

Cover, title page and opening page of the booklet.





A cotton fibre content paper in a broad range of colors, Chieftain Bond is especially suitable for printing and lithographing. It has sturdy texture, impressive feel, appearance and uniformity. Chieftain Bond is used largely for business stationery, company letterheads and envelopes, sales letters, office forms and other semi-permanent documents.

NEENAH

BETTER BOND PAPERS FOR EVERY PURPOSE

These famous names identify the papers manufactured by the Neenah Paper Company. The name *Neenah* appears in each watermark to identify the genuine for your protection.

OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND
NEENAH THIN PAPERS

TUDOR LEDGER
STONEWALL LEDGER
RESOLUTE LEDGER
NEENAH LEDGER
NEENAH INDEX BRISTOL

NEENAH PAPER CO. • NEENAH, WIS.

plies to printers as well as to lithographers. This is where Mr. Hope Well comes into the picture, and points the way to a solution of the problem. "Hope Well" discusses the subject pro and con, presents facts and shows figures as to what is actually required to achieve success.

The owner of one of the larger medium-sized printing plants, after reading what Mr. Hope Well had to say on the subject, wrote in to the association as follows: "This gentleman certainly gives darn good advice. When I learned that the installation of lithographic equipment was going to cost us \$20,000 to \$25,000, I determined to use this money to improve our letterpress plant, which in the end would be better for me, and also for the industry." One basic fact revealed by the hundreds of inquiries for specific information is that the management of both the lithographic and printing industries is eager to know the facts as they really are.

Three important factors have greatly contributed to the incessant desire to establish new offset plants. During the war, the federal government start-

ed dozens of lithographic plants, located in every section of the country and also in foreign lands, wherever the army or navy were based. These plants were manned by recently trained personnel who had, as a rule, little or no experience with the offset process. Intensively trained in a limited period, they did an excellent wartime job, during which time they began to plan postwar careers for themselves in the lithographic industry. Having become proficient at their respective tasks, it was but natural for them to feel that they could utilize their new-found skills and experience in the lithographic industry at the conclusion of the war.

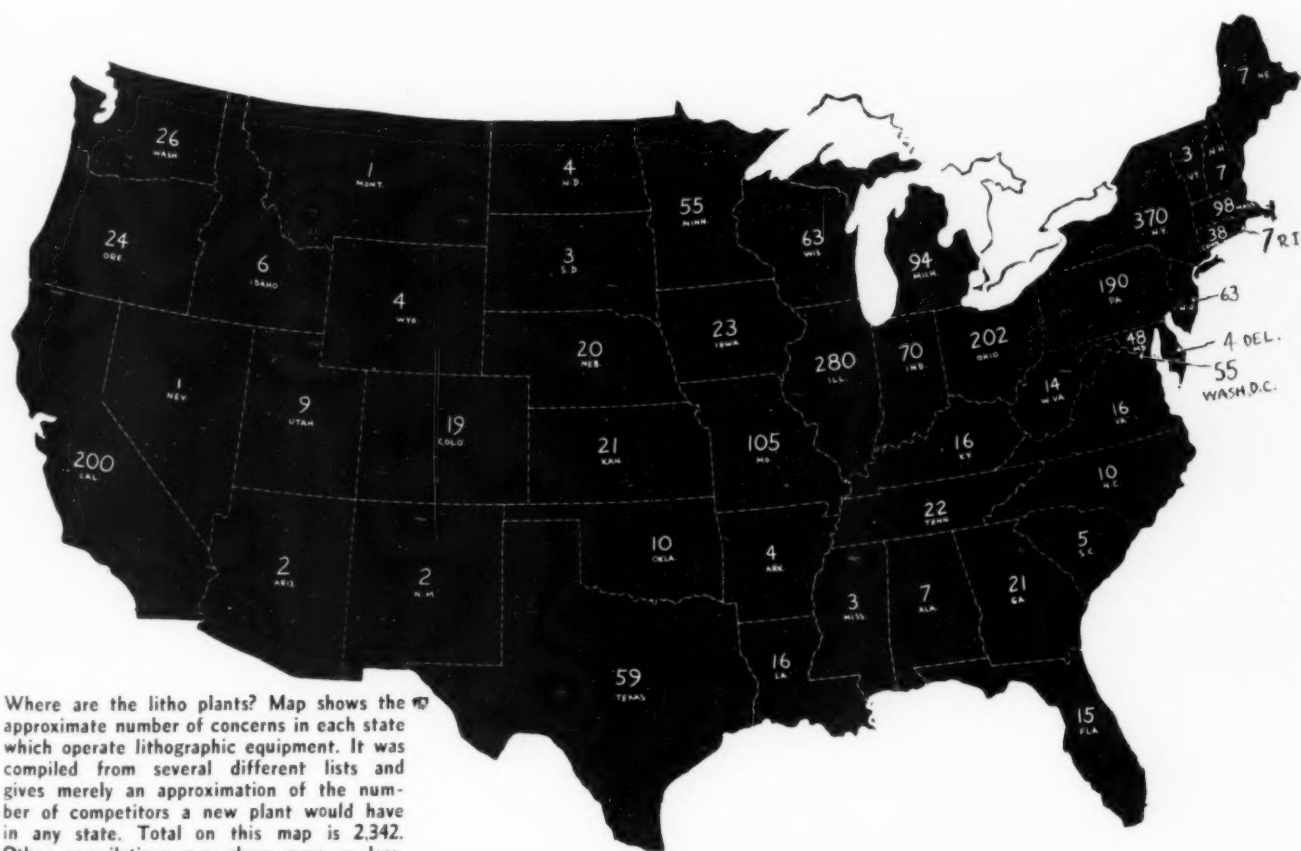
Another factor that was a perfect complement to the service man's desire to become a part of the lithographic industry was the necessity of disposing of millions of dollars worth of lithographic machinery and supplies, which the service man felt he was entitled to purchase. That this used machinery might be a distinct handicap to the average individual purchaser and a threat to the stability of the industry was often not gener-

ally known by these enthusiastic newcomers.

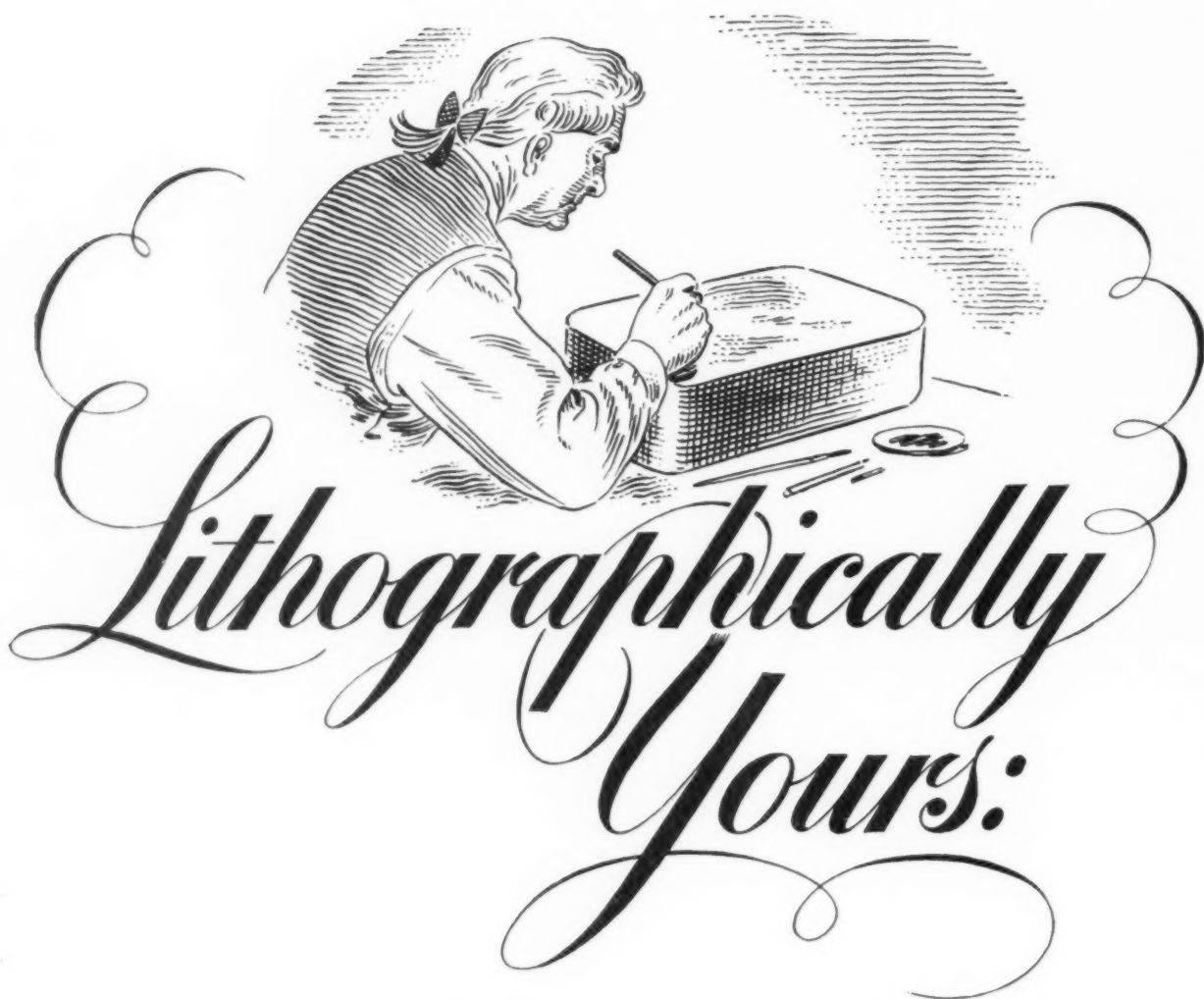
The third element was the "G.I. Bill of Rights," with its borrowing provisions. With millions of dollars available at local banks, backed up by the average G.I.'s legal claim to a portion of it when endorsed by the federal government, thousands of individuals began to plan business careers in lithography. In some instances these plans did not consider their limited experience, lack of technical proficiency or the virtual absence of training in the business end of the industry. Farsighted leaders recognized the implications of these conditions as far back as four or five years ago and warned the industry what might happen if steps were not taken to offset them.

Almost at once the NAPL laid the groundwork for a nation-wide survey to determine (1) the volume of business the industry was doing and probable yearly increases during the next few years; (2) the potential opportunities for newcomers in the industry either as journeymen or proprietors;

(Continued on Page 79)



Where are the litho plants? Map shows the approximate number of concerns in each state which operate lithographic equipment. It was compiled from several different lists and gives merely an approximation of the number of competitors a new plant would have in any state. Total on this map is 2,342. Other compilations may show more or less.



Although RUTHERFORD has fabricated equipment for other industries, it has always specialized in the manufacture of machinery for lithographic reproduction.

We welcome inquiries and any opportunity to make our experience available to those with plans or problems that involve the lithographic process.

You are cordially invited to discuss your plans with RUTHERFORD — our advice places you under no obligation.

Rutherford Machinery Division

100 SIXTH AVENUE • NEW YORK 13, N. Y.



CHEMICAL
CORPORATION

Selling

CREATIVE

Printing

PART TWO

WHEN an advertiser buys newspaper space, magazine space, radio space, or car cards, he can tell exactly how much coverage he gets per dollar, and by comparing past performance on similar campaigns, he can tell pretty much in advance what results to expect. . . . *because these competitive media have scientific, statistical data behind them.*

When Mr. Advertiser buys direct mail, what is his scientific proof that he will get his money's worth? Well, he can rely on past experience; on estimates given by the producers—either advertising agency or printer; or he can spend his money, then guess and pray. Direct mail has no recognized authoritative method of evaluation — no scientific advance measurement of results.

Granted that the medium is a difficult one to measure, nevertheless some yardstick of value should be set up. I understand that Edward Stern & Co., Philadelphia, has done some splendid groundwork along these lines, but in general, there is no such method available. And gentlemen, because we are approaching the day when advertising managers will go out with a magnifying glass to examine every medium they use in order to get their dollars' worth of advertising, we in direct mail have got to work together—for the benefit of all of us—to sell the advantages of our product. The point is, we have

By E. F. SCHMIDT

President, E. F. Schmidt Co.
Milwaukee

to establish it as a good product in *terms of value received per dollar.*

I spoke of two disadvantages of our competition: the increasing space rates of magazines, and the fact that radio is pretty well sold up. Well, when magazines increase their rates, they do it because they've gained more circulation. In other words, the coverage per dollar will be about the same—or even better—despite the higher rate. McFadden publications alone will have a 90 million circulation, against 66 million in 1945. The Saturday Evening Post now has about 31½ million—is gunning for 6. What is the limit? The Readers Digest, though it has no advertising, admits a circulation of 11 million—and probably has a great deal more.

What about newspapers? The days of limited advertising space are gone. They are getting more newsprint all the time. And magazines are buying their own paper mills outright, to assure themselves of adequate supplies.

(As far as *our* supplies are concerned, the backlogs of orders at the mills for coated and uncoated books, offsets and other types of paper can't be filled in a normal period—and you know how swamped the mills are with orders for letterhead bonds.)

As for another competitor—radio—sure, the big networks are well

sold out for the best times of day and night. But never for the moment think that if an advertiser wants radio he can't get it today—or tomorrow either. There is plenty of time available on the valuable and result-producing "spot contracts"—whereby the advertiser uses transcriptions over a number of good stations—spaced where he wants them, timed when he wants them. Television is an infant. No one knows what it will hold out to advertisers. FM is in its early stage too, ready to offer us even more competition.

In space advertising, money is spent primarily for coverage . . . for the circulation—not the preparation or the paper or the labor. In direct mail, when comparisons are made, money is spent primarily for layout and art and copy and plates and type and engravings and printing. *At least that's what most buyers think.* And right there is where you and I can do a little educational work for our own benefit. Let's get our customers—and our prospects—out of the habit of thinking in terms of those tangible things—and into the habit of *buying sales accomplishments over a long-run period.* Instead of selling so many impressions of ink and paper, *we have absolutely got to sell IDEAS.*

When rates go up in space advertising, there's a good reason. A *selfish* reason, which interests the advertiser. He pays more, but he gets a bigger audience.

He Who Looks Ahead:—



Is the one that will reap the benefit of more production.

It is often a big mistake to neglect your rollers and blankets until the last minute. As is frequently the case, your press may have to stand 2 or 3 hours waiting for material. Why not check now and be positively sure that the new set of Dampers or the new Blanket is waiting for any emergency?

Our Roller Department is always ready to serve you

J. H. & G. B. SIEBOLD, INC.

"Over half century of service"

Manufacturers of

PRINTING— **INKS** —LITHOGRAPHIC
AND SUPPLIES

OFFICE:
47 WATTS ST., NEW YORK, 13

Phones: WALKER 5-5565-66-67-68

FACTORY:
101 SIXTH AVE., NEW YORK, 13



Lithographed in 4 colors

WARREN'S Cumberland Offset

► **PRE-CONDITIONED** ◀

WOVE & SPECIAL FINISHES

Postal regulations prohibit sampling of paper in this publication, therefore Cumberland Offset is not used for this insert.
Samples of Warren's Cumberland Offset may be secured from your Warren merchant.

Leading
PAPER MERCHANTS
who sell and endorse

Warren's Standard Printing Papers

ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BOISE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie Paper Company, Inc.
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	The Diem & Wing Paper Co.
CLEVELAND, OHIO	The Petrequin Paper Company
COLUMBUS, OHIO	The Alling & Cory Company
DALLAS, TEXAS	The Diem & Wing Paper Co.
DENVER, COLO.	Olmsted-Kirk Company
DES MOINES, IOWA	Carpenter Paper Co.
DETROIT, MICH.	Western Newspaper Union
EUGENE, ORE.	Seaman-Patrick Paper Company
FORT WORTH, TEXAS	Zellerbach Paper Company
FRESNO, CAL.	Olmsted-Kirk Company
GRAND RAPIDS, MICH.	Zellerbach Paper Company
GREAT FALLS, MONT.	Quimby-Kain Paper Company
HARTFORD, CONN.	The John Leslie Paper Co.
HOUSTON, TEXAS	Henry Lindenmeyr & Sons
INDIANAPOLIS, IND.	L. S. Bosworth Company
JACKSONVILLE, FLA.	Crescent Paper Company
KANSAS CITY, MO.	Virginia Paper Company, Inc.
LANSING, MICH.	Midwestern Paper Company
LITTLE ROCK, ARK.	The Weissinger Paper Company
LONG BEACH, CAL.	Western Newspaper Union
LOS ANGELES, CAL.	Arkansas Paper Company
LOUISVILLE, KY.	Zellerbach Paper Company
LYNCHBURG, VA.	Zellerbach Paper Company
MILWAUKEE, WIS.	Miller Paper Company
MINNEAPOLIS, MINN.	Caskie Paper Company, Inc.
NEWARK, N. J.	Nackie Paper Company
NEW HAVEN, CONN.	The John Leslie Paper Company
NEW ORLEANS, LA.	Henry Lindenmeyr & Sons
NEW YORK CITY	Lathrop Paper Company, Inc.
	The Alling & Cory Company
	J. E. Linde Paper Company
	The Canfield Paper Company
	Marquardt & Company, Inc.
	Schlusser Paper Corporation
OAKLAND, CAL.	Zellerbach Paper Company
OKLAHOMA CITY, OKLA.	Western Newspaper Union
OMAHA, NEB.	Field Paper Company
PHILADELPHIA, PA.	D. L. Ward Company
	The J. L. N. Smythe Company
PHOENIX, ARIZ.	Schuylkill Paper Company
PITTSBURGH, PA.	Zellerbach Paper Company
PORTLAND, ME.	The Alling & Cory Company
PORTLAND, ORE.	C. M. Rice Paper Company
RENO, NEV.	Zellerbach Paper Company
RICHMOND, VA.	Zellerbach Paper Company
ROCHESTER, N. Y.	B. W. Wilson Paper Company
SACRAMENTO, CAL.	The Alling & Cory Company
ST. LOUIS, MO.	Zellerbach Paper Company
ST. PAUL, MINN.	Beacon Paper Company
SALT LAKE CITY, UTAH	Tobey Fine Papers, Inc.
SAN DIEGO, CAL.	The John Leslie Paper Co.
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	The Paper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
TOPEKA, KAN.	Midwestern Paper Company
TROY, N. Y.	Troy Paper Corporation
TULSA, OKLA.	Tulsa Paper Company
WACO, TEXAS	Olmsted-Kirk Company
WALLA WALLA, WASH.	Zellerbach Paper Company
WASHINGTON, D. C.	Stanford Paper Company
YAKIMA, WASH.	Zellerbach Paper Company

EXPORT AND FOREIGN

NEW YORK CITY (Export)	National Paper & Type Co.
Agencies or Branches in 40 cities in Latin America and West Indies.	
NEW YORK CITY (Export)	Muller & Phipps (Asia) Ltd.
Agencies in Belgian Congo, Burma, Ceylon, China, Hong Kong, Iceland, India, Malaya, Philippine Islands, South Africa.	
AUSTRALIA	B. J. Ball, Ltd.
NEW ZEALAND	B. J. Ball (N. Z.), Ltd.
HAWAIIAN ISLANDS	Honolulu Paper Co., Ltd.
Agents for Zellerbach Paper Company	



Photo by Franklin I. Jordan, F. R. P. S.

WARREN'S Cumberland Offset

► PRE-CONDITIONED ◀

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

WARREN'S Cumberland Offset is *pre-conditioned* by the exclusive process that has been used successfully on Warren's Label papers. Under average pressroom conditions, both winter and summer, Cumberland Offset may be run directly from the case or skid without further conditioning by hanging.

Comprehensive pressroom tests indicate that Cumberland Offset exhibits a minimum of stretch or shrinkage under changing atmospheric conditions. Tendencies toward curling and "cockling" are held to a minimum—even under extreme conditions of relative humidity.

Because of its flat-lying properties Cumberland Offset is a "production" sheet which may be run at maximum press speeds.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY • BOSTON 1, MASS.

Better Paper  Better Printing
Printing Papers



The author as he delivered the accompanying talk at the conference sponsored by the Graphic Arts Association of Milwaukee.

When costs of direct mail go up, what is the selfish reason? No more coverage—no more circulation—no more impressions—the same sized audience. To offset this possible reasoning, we must produce more intelligently planned literature to fit the selling price of a given article or machine. A product selling for \$25,000 per unit calls for a different direct mail approach than for an article which sells for only \$2.50. In other words direct mail literature must be planned to do an effective job and at a cost commensurated with fairly accurate projected results.

In football, the successful teams stick to the kind of football that gets touchdowns for them. It's the same way in our business. The organization which finds its groove will get places fastest by keeping in that groove—by building a reputation as a specialist in a certain line of printing.

In talking broadly about sales, and what type of business to specialize in, it seems to me there are two basic ingredients to consider. One is equipment—the other is manpower. With these resources, what is the best combination of plays you as coach can call to make the touchdowns of profitable business—over a long period? Depending on those two items—equipment and manpower—a printer can build a reputation as an expert in one particular type of play. All printers are not equipped to specialize in publication printing. All cannot profitably feature form work; all printers cannot and should not try to be experts in fine printing . . . or fine

book work . . . or true creative advertising printing.

In these times, all of us are subject to temptation—to mix up our signals a little—to get into the so-called green pastures and call some new plays. If we've built a justified good reputation for ourselves—as producers of displays, for example, we might be tempted to turn down an order for displays so that we could get into something else—just because no big press-runs are involved in the display order. We might gain a couple of yards on the play, but we might lose the game too . . . because we would have lost the confidence of the customer who has been coming to us because of our original reputation. In other words, the more we mix our business, the fewer touchdowns we're going to have in the seasons to come.

A second decision we can make is relatively simple. It is obvious that the more successful, from a sales standpoint, is the piece of direct mail our customer sends out, the more repeat business we'll get from that customer. Too often we're apt to forget entirely the *function* of our products in terms of our customers' sales. That's a mistake. We can quite easily increase the sales of our clients if we keep harping on the *function* of direct mail . . . if we sell the *idea of sales*, and not so much pretty artwork and low-cost presswork. Doing that, you and I and our new young men can strengthen our position. In doing this selling, we can decide to stick to the old principle of talking about people, not things. Every pur-

chaser who ever lived was more interested in himself and in other people than in our materials and our "things." That's just an axiom of good selling—but it's often overlooked.

Sell Direct Mail Advantages

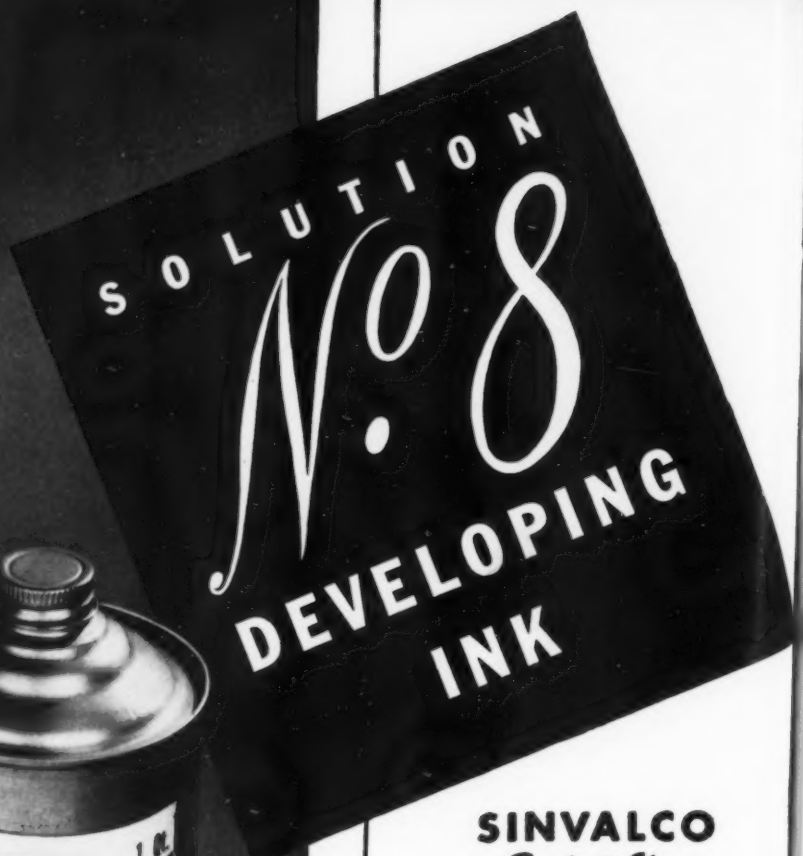
We can make a decision *now*—to do everything in our power to keep selling the advantages of direct mail. I want my share of the advertising budget and you want your's—but neither one of us will get it if we don't work together to sell our product.

That doesn't mean running down our competitive media, either. As a matter of fact, space and direct mail work hand in hand. Space, in producing sales, results in a bigger demand for printed advertising. And space can popularize the direct mail pieces of a company—just as the direct mail can give the space a boost. Thus, in one sense, the two media supplement each other.

Further, we can decide to be careful about expending our manpower. We can't be too cautious about maintaining the quality of work we are known for. It won't pay to hire any worker we can get our hands on. Even with short manpower we can't make trained pressmen out of day laborers. Adequate training must be sustained.

Another decision we can make: We can decide to look twice before we jump at new equipment just because it's available after so long a wait. An adequate study ought to be made before any piece of equipment is added. A check of market needs might show profits today as being even greater than last year . . . but this is hardly the right barometer to use in thinking about equipment. No, equipment is a capital investment, to be liquidated in a reasonable period. A one-year period should never be used as a guide in making such an investment. I think you will agree with me that the past few years are not fair ones for such judgment. With changes in the excess profits tax . . . with a more careful expenditure by advertising

(Continued on Page 30)



...Here is a developing ink that works equally well for both deep-etch and albumin.

SINVALCO No. 8 is a dense black developing ink with superior covering qualities. It spreads evenly and smoothly and it is ammonia-proof.

The high quality of this product *plus* the added convenience of a single solution for both processes is acclaimed by leading lithographers everywhere.

Let us demonstrate in your own plant the many advantages of using this and other SINVALCO Standardized Chemicals. Write, wire or phone the nearest S. & V. office today.

SINVALCO Ready to Use STANDARDIZED CHEMICALS

- SINVALCO Solution No. 1
Deep-Etch Coating Solution
(Ready Mixed)
- SINVALCO Solution No. 1
(A and B)
Deep-Etch Coating Solution
- SINVALCO Solution No. 2
Stopping-Out Shellac
- SINVALCO Solution No. 3
Deep-Etch Developer
- SINVALCO Solution No. 4
Deep Etching Solution for Zinc
- SINVALCO Solution No. 5
Deep Etching Solution for Aluminum
- SINVALCO Solution No. 6
Lithotine Concentrate
- SINVALCO Solution No. 7
Deep-Etch Lacquer
- SINVALCO Solution No. 8
Developing Ink
- SINVALCO Solution No. 9
Lithotine Asphaltum
- SINVALCO Solution No. 10
Stabilized Albumin Solution
- SINVALCO Solution No. 11
Litho-Kleen Concentrate
- SINVALCO Solution No. 12
Plate Etch for Zinc
- SINVALCO Solution No. 13
Plate-Etch for Aluminum
- SINVALCO Solution No. 14
Fountain Etch for Zinc
- SINVALCO Solution No. 15
Fountain Etch for Aluminum
- SINVALCO Solution No. 16
Stabilized Gum Solution
Lithotine

ERVICE
FROM COAST
TO COAST

Sinclair and Valentine Co.

Main Office and Factory: 611 West 129th Street, New York City

Albany	Birmingham	Charlotte	Cleveland	Dayton	Havana	Kansas City	Mexico City	Nashville	New Orleans	San Francisco
Baltimore	Boston	Chicago	Dallas	Detroit	Jacksonville	Los Angeles	Miami	New Haven	Philadelphia	Seattle

how to start a program of on-the-job training

**a detailed plan is available
to make it easier to set up
individual plant programs**

PART II

SOME man should be designated as Training Supervisor in every plant that participates in a training program, whether it be individual in-plant training, or a co-operative training program. There are certain duties to perform and certain responsibilities that are connected with organized training and someone has to do the job.

Once the decision to start a training program has been made and the supervisor chosen, the next step is to determine the number of prospective students interested and the types of training wanted. This requires a publicity campaign.

A wide distribution of Lithographic Technical Foundation manuals, properly placed among the employees of the plant, will in many cases raise interest in what you are planning. By "proper placing" is meant that not only should every employee of the pressroom get books related to the presses, but they should get those on plates and paper, and the platemaker should get manuals on some press operations and retouching. The retoucher should know something of photography and platemaking. Every employee in the plant should know what Foundation material is available and how he can get it. He should know what classes are available and how he can get into them.

Perhaps the best results may be had by the distribution of simple folders containing an announcement of the management's

plan to start a program if enough interest is shown. A paragraph or two that will indicate the company's interest in its personnel is a good introduction. Announcement of the training supervisor's name and function should follow with instructions concerning the making out of the applications.

Prospective students always want someone to talk to when making a decision of this sort. A well informed counselor should be designated or this job should be given to departmental heads or foremen. The training supervisor should see that these men are well informed and in full sympathy with the program. Enlist the cooperation of all foremen and department heads in putting the program over. Explain to them that better trained men make the foreman's job easier. Lay everything on the line at once, so that false rumors will be spiked before they start. Such programs are running successfully in many places and others are starting up.

Try to discourage any tendency to make a joke of this program. Be serious about it yourself and set a good example. Convince the men that the benefits to them are greater than the benefits to the company.

The distributed material should contain the names and descriptions of the courses contemplated and the tentative dates and time. Full information concerning pay should be provided. Remember that this is a sales campaign and should be approached

and executed in a clear and thorough manner.

It is assumed that the former duties of the man who has been selected as training supervisor comprised a full-time job. Many of these duties should now be delegated to others because the launching of a training program requires a lot of time and attention. It cannot be done in odd moments off from other pressing duties.

Summarizing the duties of a training supervisor, we have:

1. Find out from management every detail concerning pay for students and instructors. Also any points of company policy that are to be considered.
2. Enlist the aid of all foremen, department heads, and supervisory personnel. Make sure that they know *all* of the facts and are in sympathy with the program. Without their cooperation the plan will be weak.
3. Work up your publicity material for distribution to prospective students. Make them feel that they are a part of the effort. Use the suggestions in the 5th section of the PLAN. At the same time make up an application blank that will fit your conditions. Tell them the *whole* story the first time so that false rumors will not get started.
4. Distribute publicity material and application blanks. Urge supervisory personnel to confer with prospects in their departments. Be sure your material designates persons who can be consulted upon points not understood. If applications are slow in returning, follow up with more publicity.
5. When applications are in, inspect them and:
 - a. Divide applications into groups according to subjects to be taught.
 - b. Decide upon a qualification standard and perform necessary screening.
 - c. Decide which classes you intend to undertake.
 - d. Decide who will be best fitted to teach these classes.
6. See that Course Material and Texts are ordered.
7. Interview prospective instructors and have them read the material written for them.
8. Keep the program going by an evidence of interest. Visit classes, talk to instructors, ask for suggested improvements, and give every possible aid to the program.★★

Necessity
**~~EXPERIENCE~~ IS A
 GREAT TEACHER!**

During the shortage,
 thousands have learned
 to prefer
 better quality paper. *




Buyers of lithography who turned to high grade cotton fibre ledger, bond and index papers of necessity now specify these better grades as a matter of choice. These *quality* paper buyers represent desirable, profitable accounts. They are worth having now and will be even more valuable when competition is keener. Now is the time to sell them permanently on the high grade paper-buying habit. By selling higher quality at every opportunity, you are helping to develop loyal, dependable, satisfied customers for the future.

BYRON WESTON COMPANY, DALTON, MASS.
Makers of Papers for Business Records

Weston Papers

*
 BYRON WESTON CO. LINEN RECORD
 Extra No. 1, 100% new white Cotton and
 Linen Fibre
 WESTON'S DEFIANCE LEDGER
 100% Cotton Fibre
 WESTON'S WAVERLY LEDGER
 75% Cotton Fibre
 WESTON'S CENTENNIAL LEDGER
 75% Cotton Fibre
 WESTON'S DEFIANCE INDEX
 100% Cotton Fibre
 WESTON'S BOND
 Extra No. 1, 100% Cotton Fibre
 WESTON'S DEFIANCE BOND
 100% Cotton Fibre
 WESTON'S HOLMESDALE BOND
 75% Cotton Fibre



THROUGH the GLASS

SPEAKING of NAPL public relations (see page 45), if you read the Standard Advertising Register you have probably seen the display advertisement of that association. Headed "Increase Your Sales by Using Lithography," the copy stresses the advantages of the process and lists over 25 fields and products where lithography outclasses the competition. It is inserted where many buyers of printing will see it.

ml

"Greeting Card Art—How You Can Sell It" is the title of a booklet recently issued by the Arts Bureau of Gartner & Bender, Inc. The booklet offers valuable information under these headings: free lance or steady employment, submitting material for consideration, two ways to knock at the publisher's door, compensation is liberal, protection for your ideas, and timetable of production. The Arts Bureau was recently launched with the idea of stimulating higher quality greeting cards.

ml

It's quite a job to ship a big press across the country, says R. Hoe & Co. The recently completed gravure press which Hoe built for the St. Louis Post-Dispatch weighs 275 tons and is 125 feet long, and it took a lot of flat cars to haul it from New York to the banks of the Mississippi. The press was dismantled in sections for the trip, of course. When running at capacity it has about 500 feet of paper threaded through it at all times. Maybe that's where our paper is going.

Hoe also announced what they say is probably the biggest order ever placed for presses. *THE AMERICAN WEEKLY* placed an order for nine presses, all color machines, which totals \$4,000,000.

ml

Charlie Southern, Nashville branch manager for Sinclair & Valentine, who has now been in civilian clothes for some months, recently was awarded the bronze star medal by the U. S. Navy. In 1942, as a lieutenant, j.g., the citation reports, Southern was in charge of a gun crew on the SS Edgar Allen Poe, loaded with 2,700 tons of ammunition and gasoline. The ship was torpedoed by a Japanese submarine, and "with his ship severely damaged and lying helpless in the water, Lt. Comdr. (then Lt. j.g.) Southern immediately rushed to the after gun platform to direct his men as the merchant crew stood by to abandon the vessel whose cargo rendered it vulnerable to instantaneous destruction if fired by another torpedo. Although the original concussion jammed the ready boxes, the Armed Guard under his fearless leadership waited at their guns, and, scanning the water for sight of the enemy underseas craft, prepared to fire the several shells available. When the submarine suddenly emerged, Lt. Comdr. Southern personally fired his only four-inch shell, scoring a hit and setting off terrific explosions near the enemy's conning tower as his men opened with other heavy and light guns. As the submarine sank beneath the surface, he directed his men to abandon ship, satisfied that the Japanese vessel could no longer menace the disabled merchantman or the crew in the water. Through his alert presence of mind in the face of extreme danger, his great personal courage, and unswerving devotion to duty, he contributed in large measure to the destruction of a hostile submarine and upheld the highest traditions of the United States Naval Service."

ml

The discharge emblem denoting a record in the military service, is seen

everywhere, but the fact that it is under the copyright of a private company is now being stressed in the graphic arts trade along with warnings not to reproduce it without permission. The copyright owner is Larry Mickelson & Co., Portland, Ore., and the owners are reported to be restricting use of the design in advertising of a commercial nature. Some lawyer ought to have a field day filing suit against everyone who has reproduced the design.

ml

A "Guild Sanctum" has been acquired by the Printers Supply Salesmen's Guild of New York. The Frontenac Restaurant, Varick and King Streets, is the spot selected. The Guild describes it as follows: "a cozy place, complete with bar and all necessary club facilities, serving the most delicious food in New York. . . . It is being chartered by the State of New York under the name of our organization and will be available at all times for use by Guild members and their guests and friends of the graphic arts industry." Sounds like a good idea.

ml

Herbert Paschel, whose series of articles on "How to Choose a Process Camera" has just been completed in this magazine, comes up with the statistics that this brings his total to 28 articles published here since he made his first contribution in 1939. Some of these 28 were in installments, too.

ml

Horace Reed, president and a founder of the Niagara Lithograph Co., Buffalo, was recently elected president of the Buffalo YMCA board of trustees, a post he formerly held from 1924 to 1931.

ml

The Young Lithographers Assn. of N. Y. will be meeting at a different place this fall when they reconvene. The N. Y. Advertising Club, where the YLA meets, had a rather bad fire in June, and is now in the process of moving its activities elsewhere while the building is repaired.

ml

Robert Headley, of Philly Litho Co., was buzzing around over the softball game at the Philadelphia Litho Club's outing in June in his private plane, and having himself a time. He flies for fun and was in the CAP during the war. He is one of the directors of the litho club.★★

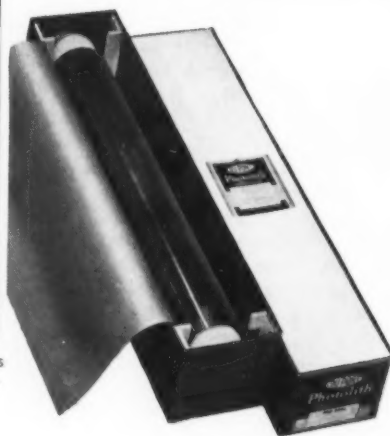
For Blacker Blacks...Whiter Whites...

Asked, in a recent survey, which Du Pont Photolith features they considered most valuable to them, the majority of the lithographers replied, "the dense black and clean, clear whites," which save time—cut costs.



Contrast
Speed
Wide latitude
Quick drying
Flat lying
Easy scribing
Easy etching
Convenient packaging

Handy light-weight dispenser box means greater convenience in the darkroom. Box protects the film at all times.



DU PONT PHOTOLITH FILM

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



REG. U. S. PAT. OFF.



ABOUT THE TRADE

Census Studies Printing

A special industry study of the printing, publishing and allied activities in 1945 has been announced by the Bureau of the Census. The survey is being made by the bureau in response to the request of several trade associations. The purpose of the survey is to determine how the paper supply has been distributed, how much of the printing done in 1945 was of a wartime nature, where new business may be found to replace it, and to aid in the location of idle machinery and equipment which might be put into productive use.

New St. Louis Army Plant

An Army Field Printing Office opened June 17 in St. Louis at 4300 Goodfellow, formerly occupied by the McQuay-Norris Co. This new government printing office is a consolidation of smaller government printing offices and will serve 11 midwestern states with the various army field manuals, publications, correspondence courses for G.I.'s and the various 40,000 publications listed in the government printing catalog. Included in the equipment are six offset presses. Personnel will include 156 craftsmen of the graphic arts trade.

Opens New Detroit Firm

Harry M. Hersten has announced the opening of the Progressive Offset and Printing Co., at 1425 Broadway, Detroit. The company will specialize in forms, stationery and advertising material.

Adds 17 x 22" Press

A new Harris 17 x 22" offset press has recently been added to the equipment of the newly formed Lebanon Valley Offset Co., Cleonia, Pa., H. W. (Buck) Miller, announced.

NAPL to Convene in Wash., D. C., Oct 3-5

A change in plans for the 14th annual convention of the National Association of Photo-Lithographers, necessitated by the recent fire at the LaSalle Hotel, Chicago, where the meeting was originally scheduled, was announced by Walter E. Soderstrom, executive secretary, during June. The convention is now planned for the Shoreham Hotel, Washington, D. C. The dates are Thursday, Friday and Saturday, October 3, 4 and 5. Space is being arranged for about 40 exhibits of lithographic equipment and supplies. A preliminary announcement indicates that the program will emphasize problems of labor, costing, selling and production.

Decal Co. Installs Press

Commercial Decal, Inc., Mt. Vernon, N. Y., installed a 36 x 48" Harris offset press, bringing to three the total of this size press now used by the company. The presses are used in the production of ceramic decals and are part of a trend toward the use of offset, rather than direct stone lithography in the field, according to W. Herbert Roberts, of the company.

Mr. Roberts also announced that Arthur Sias, a former commander in the navy assigned to the navy's lithographic operations, has joined the Mt. Vernon firm. He will help in the development of new methods, materials and processes as well as in the problems involved in changing from flatbed to offset presses. Mr. Sias was with a photographic manufacturer and with a lithographic plant prior to the war.

N. Eng. Installs Camera

A 24" camera, and platemaking equipment has recently been installed by the New England Offset Co., Inc., Worcester, Mass., Albert Schulze, president, announced. The company is now producing black and white offset plates up to 22 x 29" for the trade, Mr. Schulze said.

N. J. Assn. Elects Denburg

The Master Printers Association of Newark, N. J., elected Harry Denburg, of Barton Press, printers and lithographers, president for the next year at the association's annual meeting June 25. Mr. Denburg succeeds John Barry, The Kenny Press, another combination plant. William O'Neal, Intl. Musicians' Press, was elected vice-president, Saul Lasky, The Lasky Co., was elected secretary, and Louis Baehme, Central Electrotype Foundry Co., was elected treasurer. Arthur M. Edwards of the Osborne Co., lithographers, was elected a director. William A. Meeks continues as executive secretary.

Two Get GPO Awards

The Certificate of Merit Award of the Government Printing Office was recently awarded to the E. J. Storm Printing Co., Dallas, Tex., and the F. J. Heer Printing Co., Columbus, Ohio.

Firm Changes Name

Frank C. Rauchmenstein & Co., lithographers of St. Louis, has changed its name to Cavanagh Printing Co., with headquarters at 4718 Natural Bridge.

Meyercord Offers Stock

One hundred thousand shares of common stock, \$5 par value, of the Meyercord Co., Chicago decalcomania manufacturers, was offered at \$15 a share on the stock market, June 21.

Neely Erects Addition

Neely Printing Co., is constructing an additional story to their plant at 871 N. Franklin St., Chicago, to provide for much needed space.

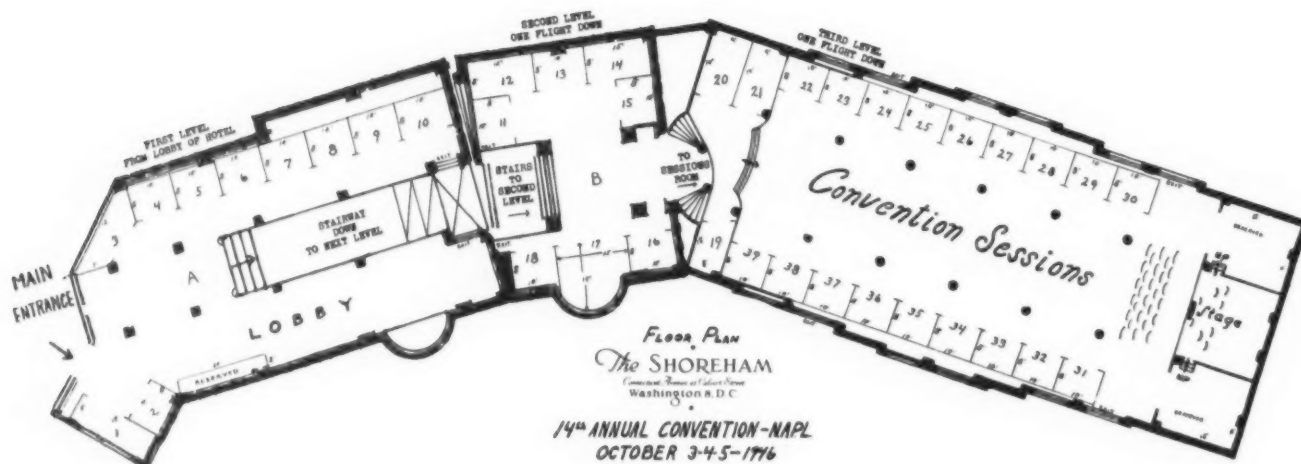
N. A. P. L. CONVENTION

in the nation's capital



OCTOBER · 3 · 4 · 5-1946

The Shoreham Hotel - Washington, D. C.



The beautiful, modern Shoreham Hotel will be the headquarters for this all important convention. Leaders of the lithographic industry will discuss labor, costing, equipment and management.

Thirty exhibits have been sold to date. Visit with us and get the real "low-down" on the latest in methods and equipment.

Make your hotel reservations now, The Shoreham, Washington 8, D. C. The Mayflower and Wardman Park Hotels are nearby.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS
1776 BROADWAY . . . NEW YORK 19, N. Y.

329 Illinois Firms Aid Training Program

GRAPHIC Arts Association of Illinois reports that a total of 329 Illinois printing concerns were, as of May 31, cooperating in the "On-the-Job" training program developed by the Association to assist war veterans. Many lithographers appear on the latest list of 106 concerns approved as training agencies which were added to the list originally released in April.

Incomplete returns from 160 of the 329 establishments showed that the total number of veterans employed by

them was 2,848. Of these 1,774 were former employees and 1,074 new ones. Of the latter, 825 were receiving the government subsistence payments as "on-the-job" apprentices. These 160 establishments plan to employ 626 additional war veterans under the training program, the survey revealed. Graphic Arts Association has broadened its assistance program by preparing outline training courses covering thirteen additional printing jobs, it was announced, making a total of twenty-nine courses.

courses at the New York Trade School. Since the book is copyrighted, the translation is being made for use in that particular company only.

Adds Press in Maine

Twin City Printing Co., Lewiston, Maine, has recently installed a Big Chief 22 x 29" offset press, and plate-making equipment.

Dixie in New Plant

Dixie Plate Graining Co., Atlanta, plans to occupy its new plant at 792 Windsor St., about August 1. E. E. Fickenwirth, president, announced. The new building is of concrete block construction and contains 2000 square feet of floor space. It is equipped with

new Zarkin graining machines. The expansion move was made to take care of increased lithographic volume in the South. Dick Helmbold is manager of the plant, which is affiliated with Western Litho Plate & Supply Co., St. Louis.

Lidington, F & L, Dies

Fred E. Lidington, who retired several months ago as Philadelphia branch manager of the Fuchs & Lang Division, Sun Chemical Corp., died June 9th at Fort Lauderdale, Florida, where he had made his home since his retirement. Born in Canada, Mr. Lidington entered the lithographic industry in 1885 and served with such firms as Alexander & Cable, Toronto; Calvert Litho, Detroit; Henderson Litho, Cincinnati; Goes Litho Co., Chicago, and Passaic Metalware, Passaic, N. J. He joined the F & L organization in 1926, as a sales representative.

Installs Navy Presses

Two 20 x 22", Navy type Harris offset presses were being installed early in June at the Naval Medical Center, Bethesda, Md., to produce special color reproductions of medical material. The medical center plant has been operating one small offset press prior to the present installation.

NYEPA Holds Graduation

Twenty-three students of the course "Elements of Offset Lithography" were listed among the June graduates of the various graphic arts courses offered by the New York Employing Printers Association. They were Fred Boeniger, Thomas Burrows, Stanley Carlton, Arthur Falk, Edward Fielding, Harry Flowers, Moe Goldstein, Milton Heiberg, John Hessler, Margaret Hurley, Ernest Johnson, John Kaminski, Kenneth Mantz, Wilfred Maynard, Neil Mulligan, George O'Brien, John Perry, Anthony Rosa, Edward Steck, Louis Trapp, Anne Walsh, Ruskin Watts and Thomas Weatherly.

Plan Wichita Exhibit

Plans for an exhibition of printing to be held in Wichita, Kan., sometime late in 1946, have been announced by the Printing Industry of Wichita. Said to be patterned after the exhibit in St. Louis, the project is designed to educate the public on the type of work done by Wichita concerns.

Sayre Book in Spanish

The book "Photography and Plate-making for Photo-Lithography", by I. H. Sayre, is being translated into Spanish for use of the office and shop personnel of Empresa Litografica, Barranquilla, Columbia, S. A., Efraim Rueda, general manager reports. Mr. Rueda obtained the book while in the U. S. recently taking the lithographic

Harris Forms Coast District; Shifts Personnel

A NEW Pacific coast sales district, under the direction of William Guy Martin, vice president and former western district manager, was announced in June by Harry A. Porter, vice president in charge of sales of Harris-Seybold Co., Cleveland. Mr. Porter also announced that Ren R. Perry was advanced from assistant manager to manager of the western district, and G. D. Baber continues as assistant manager. The new Pacific district will include all states and portions of states west of the continental divide as well as El Paso County, Tex., the Hawaiian Islands and Alaska.

G. L. Coffman and G. W. Shively, sales representatives of Harris-Seybold, will continue in the San Francisco and Los Angeles offices, and C. A. Harwood, formerly in the general sales office in Cleveland, will be added to Mr. Martin's sales staff. The Pa-



Martin



Perry



Baber

cific force will be further augmented by the transfer of F. X. Wilkinson, sales representative from the western district.

P. H. Schafer, who has had experience at the Seybold factory in Dayton and in the Eastern District, and has recently been staff assistant to Mr. Porter in Cleveland, has been added to the sales staff of the western district in Chicago. A. S. Holford, a member of the Harris-Seybold sales organization for the past eight years, succeeds Mr. Harwood as office manager in the general sales office.

Natural Beauty



Reminiscent of the papers of
yesteryear . . . an exquisite
color between white and
cream . . . which
"natural" best
describes. Made
from carefully selected cotton
only . . . run slowly, painstakingly . . .
air-dried in two finishes—full
cockle for letterpress and
steel die engraving; light cockle
for lithography. *Permanized
Parchment* is a truly distinctive
background for your finest printing.
Clip the convenient coupon for *free*
samples. Whiting-Plover Paper
Company, Stevens Point, Wisconsin.

WHITING-PLOVER PAPER COMPANY • PLOVER DRIVE • STEVENS POINT, WISCONSIN

Please send me without obligation samples of *Permanized Parchment* . . . the paper of natural beauty.

Name _____

Please attach to your BUSINESS letterhead.



Plan \$20,000,000 Graphic Arts Center in N. Y.



A new Graphic Arts Center (architect's drawing above), said to be the largest commercial-industrial building in the East, is to be built on West End Avenue from 62nd to 65th Streets, New York. Nordbloom Associates, Inc., 522 Fifth Ave., which is sponsoring and developing the project, announced in June. The building is to cost \$20,000,000 and is designed to serve the printing, lithographing and allied industries. Fronting on West End Avenue, the building will be 722 feet

wide and 267 feet deep, 13 stories high. It is to be ready for occupancy by fall, 1947. Railroad facilities will be within the building. Typical floors will contain 163,260 square feet with live floor load capacity of 350 pounds per square foot uniform throughout, designed to support the heaviest types of modern presses. Ceiling heights will range from 15½ to 22½ feet, and floor bays will have minimum width of 25 feet.

Forbes Elects Hitchings

Arthur R. Hitchings has been elected president of Forbes Lithograph Mfg. Co., Chelsea, Mass., succeeding William S. Forbes, who has become chairman of the board. Mr. Hitchings has been assistant to Mr. Forbes for 20 years, and for the last 10 years has been secretary of the corporation. Other officers named are Ralph W. Thomas, vice president and sales manager; Carl C. Laier, vice president, assistant treasurer and plant manager; and John B. Osborn, Charles F. Haist, W. Stuart Forbes Jr., Sanford S. Holden, Paul F. Paige, Harry M. Hilbery and Joseph D. Sayles, vice-presidents.

Springfield Firm Expands

General Offset Printing Co., Springfield, Mass., has recently acquired two additional floors in the building at 157 Chestnut St., where it is located. Included in the expansion is a 53" offset press which was being installed during June.

Lithog Issues Brochure

"How Light Helped Win World War II" is the title of a brochure issued recently by Continental Lithograph Corp., Cleveland, and it tells of the company's work in fluorescent and luminescent materials during the

war. These materials were utilized in the production of maps, charts and many other wartime products which could be read at night under invisible ultra violet light. The brochure contains photographs of the company's production facilities, and a four page center fold insert contains four-color samples of the company's peacetime products including displays, labels, packages and 24 sheet posters.

USE Appoints

United States Envelope Co., Springfield, Mass., has announced the appointment of Russell A. Secrest as sales manager of all commercial envelope lines under the general supervision of Frank H. Sellars, Jr., vice president in charge of sales. Mr. Secrest joined the company in 1916, and prior to the present appointment

Receives Reinhold-Gould Award

Benjamin Haberman (left), retiring president of The Navigators, New York graphic arts organization, receives the new Reinhold - Gould Award for Meritorious Service to the Graphic Arts, from Harry Gould, president of Reinhold-Gould. The presentation was made at a recent dinner.



which is effective July 22, was manager of the Central States Envelope Co. Div., Indianapolis.

MASA Re-elects Morris

Charles S. Morris, Business Letter Service, Inc., New York lithographing firm, was re-elected president of the Mail Advertising Service Association of New York, June 11. Re-elected vice president was Edward Weinberg, Century Letter Service; and elected secretary and treasurer, respectively, were Mary Ellen Clancy, of her own firm, and Harold O'Neill, Fisher-Stevens Service.

New St. Louis Group

A new organization of junior executives, many of whom are sons of president-owners of printing and lithography firms of St. Louis, held its first meeting June 5 with a conducted tour through the Hopper Paper Co., Taylorville, Ill. The primary purpose of the organization is to provide educational and training meetings for the future executives of the graphic arts industry. The group is sponsored by the Associated Printers & Lithographers of St. Louis.

Assn. Membership Up

The Associated Printers & Lithographers of St. Louis has announced an all-time high membership of 210 printers, lithographers and allied graphic arts industry members. The membership has increased from 50 to 210 within the last 3 years. This places the association at the top of the list among graphic arts trade associations, it was said. Fred E. Winsor is the executive vice president.

Over 500,000 buyers
of letterhead paper
see this message
every month

● Here's a message to your customers to help you produce finer letterhead jobs *faster*. The watermark removes all doubt as to the quality of the paper . . . speeds up your selling, increases your letterhead profits.

Watch these monthly messages to businessmen. They're produced to help you maintain quality while increasing sales and profits.

FOX RIVER PAPER CORPORATION
406-G S. Appleton Street • Appleton, Wisconsin

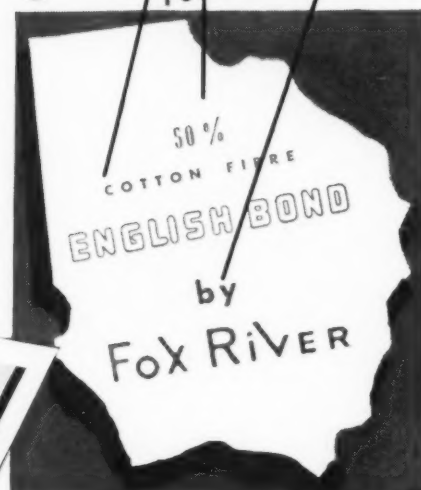
BANKING
ADVERTISING & SELLING
BURROUGHS CLEARING HOUSE
BUSINESS WEEK
DUN'S REVIEW
DIRECT ADVERTISING
PRINTER'S INK
SALES MANAGEMENT
PURCHASING
UNITED STATES NEWS

*in letterhead
paper*

THE WATERMARK
IS YOUR
quality guarantee

BE SURE
IT SAYS
3 THINGS

- 1 Does It Contain Cotton Fibre?
- 2 How Much Cotton Fibre?
25%-50%-75%-100%
- 3 Who Made It?



FOX RIVER PAPERS

Anniversary Bond, Ledger and Onion Skin

. . . 100% Cotton Fibre

Old Badger Bond and Ledger

. . . 75% Cotton Fibre Content

English Bond and Ledger

. . . 50% Cotton Fibre Content

Dictation Bond, Dictation Tru-
Opaque Bond, Ledger and Onion
Skin

. . . 25% Cotton Fibre Content

Defers Building

High construction costs have forced Kehoe & Lau, Chicago litho firm, to defer previously announced plans for a new plant, Miss Jessie Kehoe of the company told *Modern Lithography* recently. Search is being continued, however, for larger quarters which will be necessary when the new press and other mechanical facilities now on order, are delivered. Ultimately, when building costs get down, Chicago's firm of lady lithographers will go through with the intention to occupy a building of their own, Miss Kehoe stated.

Return from war service of six former employees and the employment of three other war veterans has solved the company's immediate manpower problem, she said, adding that the three new employees are working under the "On-the-Job" training program promoted by the Graphic Arts Association of Illinois.

Plan Greeting Card Assn.

Jobbers of greeting cards are developing plans for a new national trade association, it was learned in Chicago last month. George Kampe of Cameo Greeting Cards, that city, said that purposes of the group would include standardization and simplification of the product. Among leaders in the organization movement are H. A. Olson, St. Paul, Minn., jobber; Harry Schulman, Washington, D. C., and Mr. Harrington of St. Louis Greeting Card Co., St. Louis, Mo. When the organization is perfected, Mr. Kampe told *Modern Lithography*, further information will be released.

Wilbert Newton Dies

Wilbert Newton, assistant secretary and field representative of the Graphic Arts Association of Illinois, died March 15 at Wesley Memorial Hospital in Chicago, after a long illness. Born in England, he had lived most of his life in Philadelphia where he was a printing instructor and was also in business for himself. He became associated with the Graphic Arts Association five years ago. Surviving is his widow, Mrs. Selma Newton.

WATCH FOR THIS ADVERTISEMENT —IT'S ABOUT YOU!

HOW TO STAND OUT IN THE MORNING MAIL!

WHEN YOUR SALES MESSAGE is style... when you want to be extra sure that it won't end up in the wastebasket—see that it is printed on a paper of smart distinction. Put your problem up to your printer. Paper is his bread and butter—he has the expert information you need at his fingertips. For fashion-wise promotions we're confident his selection will be

- ✓25% rag
- ✓2 weights
- ✓3 pastel shades and white
- ✓Excellent printing surface for die-stamping, lithography, gravure or letterpress.
- ✓Exclusive pattern derived from Italian Handmade paper
- ✓Envelopes in 6 sizes

Rising Papers

When you want to **KNOW**... go to an expert!

Ask your printer... he **KNOWS** paper!

Rising Paper Company, Housatonic, Mass.

Here's another shot in our campaign to build you up with your customers. We're sold on the theme, "Ask your printer... he *knows* paper," because it builds confidence in your work as well as ours. We sell quality and we're sure you will recognize that fact and recommend our papers to your customers.

This is one of a series of advertisements appearing in executive, advertising, sales and sales promotion magazines.



Rising Papers

PRINTING AND TECHNICAL

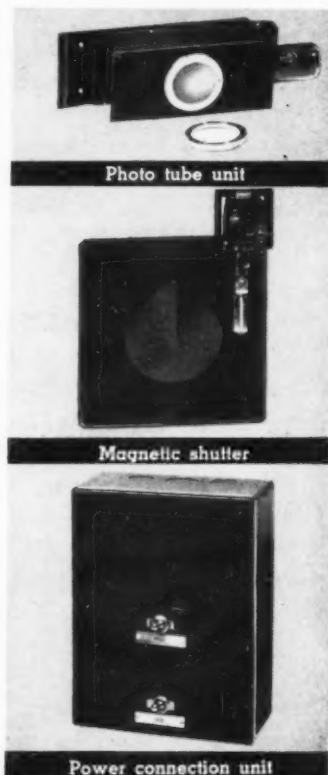
the *Luxometer* for precision exposures

**AUTOMATICALLY SHORTENS OR LENGTHENS
THE PERIOD OF EXPOSURE TO COMPENSATE
FOR FLUCTUATING LIGHT INTENSITIES**

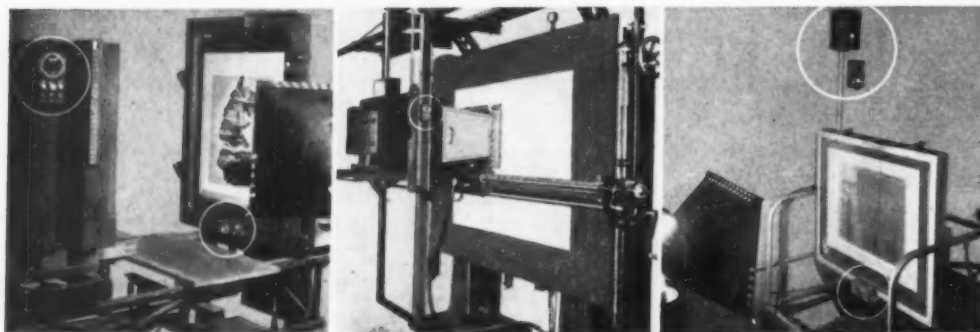


- 1 **LARGE EASY-TO-READ DIAL.** The LUXOMETER is constructed with such precision that exposures may accurately be set to one-half a dial division.
- 2 **START EXPOSURE BUTTON.** This momentary contact button starts the exposure mechanism. Exposure is terminated when pointer reaches zero. Lights go out and shutter closes. Prolonged pressure on this button does not interfere with short exposures of one unit or less.
- 3 **PILOT LIGHT.** During the time the camera shutter is open, the words "Shutter Open" appear illuminated in red on the pilot light window or when the instrument is used for photo composing machines or printing frames, the pilot light indicates that the power is on.
- 4 **STOP EXPOSURE BUTTON.** Pressure on this button stops exposure mechanism—turns out lights and closes shutter simultaneously. Exposure may be resumed from where it left off by pressing the start button.
- 5 **LIGHT CONTROL SWITCH.** Lights may be turned on independently for viewing copy without opening shutter or starting exposure mechanism.
- 6 **SHUTTER CONTROL SWITCH.** Shutter may be opened independently without turning on lights or starting exposure mechanism.
- 7 **FOCUS SWITCH.** Combines the functions of the above two switches. When placed in the "on" position, lights are turned on and the shutter is open ready for focusing. Exposure mechanism does not start.

NOTE: In LUXOMETER (Type R) designed for step and repeat and printing equipment the shutter and focus switches are eliminated and the instrument, as shown in illustration, is equipped with a pointer stop which may be locked at any position on the dial, permitting rapid-resetting for identical repeat exposures.



BETTER WORK . . INCREASED PRODUCTION . . LOWER COST



TYPICAL INSTALLATIONS

**WRITE FOR COMPLETE
DATA, SPECIFYING
TYPE OF EQUIPMENT**

ELECTRONIC MECHANICAL PRODUCTS CO.

13-15-17 North Virginia Ave.  Atlantic City, N. J., U. S. A.

Technical service department
staffed by Electronic Engineers
with practical graphic arts ex-
perience.

The LUXOMETER is guaran-
teed for one year. Mainte-
nance costs are negligible.
One 117N7GT tube (normal
life expectancy two years)
is the only replaceable com-
ponent.

Dutch Lithographers and Printers Visit U. S.



The group of lithographers and printers of Holland attended a luncheon in their honor in Chicago. Hosts were S. F. Beatty (standing left), secretary of Graphic Arts Assn. of Ill., and O. E. Bull, president of the Assn. (standing, right).

AFTER having "lived more or less in caves for years," the printers and lithographers of Holland "want to learn what has come into the world" during their enforced retirement. This was the explanation given in Chicago by A. Q. de Flines of Amsterdam, Holland, of the purpose of the visit made to U. S. printing centers last month by a delegation of ten Dutch printers and lithographers. Much of their 30-day visit to America was spent in New York and Chicago by the group, which represented the Dutch Federation of Master Printers.

Led off by a luncheon in their honor, tendered by the Graphic Arts Association of Illinois on June 10, their stay in Chicago was highlighted by a series of entertainments sandwiched in between continuous inspection trips through Chicago graphic arts plant. On their program was a reception at Glessner House, Chicago headquarters of the Lithographic Technical Foundation, a luncheon at the R. R. Donnelley & Sons Co., plant, and similar affairs elsewhere.

From Mr. de Flines' talk at the Graphic Arts Association luncheon it was evident that, despite the widespread destruction of their facilities the printers of Holland did their full part in the liberation movement.

That the lives of many American soldiers may have been saved by the Dutch printers was indicated in his story of how Allied fliers, shot down in Holland, were provided with Belgian identity cards to assist them in travelling across that country on the way back to Britain.

The Chicago printers present also showed interest when they were told

that in Holland printers collect a fee of 2 per cent on estimates made for a customer who rejects the bid.

Before leaving the luncheon conference the delegation presented Otto Bull, vice president of Workman Mfg. Co., and president of the Graphic Arts Association with a souvenir booklet.

Show Offset Products

"Chatter notes," newest creation of the greeting card industry, were displayed by McKenzie Engraving Co., New York City, at the 31st annual convention and trade show of the National Retail Tea and Coffee Merchants Association in Chicago last month. Bearing artistic cover-page sketches but without the usual greeting card message, the new product is being offered for use to replace old-style stationery, where brief informal notes are in order, or for place cards and varied other purposes.

Other products shown by the company in addition to standard greeting cards included newly designed Christmas wrapping paper and a line of attractive etchings. All are produced by the 4-color offset process in the plant of Grinnell Lithograph Co., New York, of which McKenzie Engraving Co., is a subsidiary. Maurice F. Garrett, president and sales manager, was in charge, assisted by F. J. Ford.

American Colortype Co., Chicago, displayed a line of juvenile books, Valentines, greeting cards, tags, seals and other paper products, produced by both letterpress and lithography, according to a representative at the booth.

National Stamping & Enameling

Co., Milwaukee, Wis., another exhibitor at the show, displayed a line of kitchen utensils, household tinware and other metal products, decorated by lithography and offered to the tea and coffee merchants as suitable for use as premiums. Raymond L. Henley, of the Milwaukee sales staff was in charge.

Craftsmen Elect Plough

Louis Plough, superintendent of the Harvester Press, printing department of International Harvester Co., was elected president of the Chicago Club of Printing House Craftsmen at the annual meeting June 18. C. E. Duval of Inland Press, a litho concern, was chosen first vice president, and Joe Skach of Esquire, Inc., formerly with D. F. Keller Co., lithographers, was selected as second vice president. Chester Holsinger of the Regensteiner Corp. was re-elected treasurer; Michael Ivers of Max Stern & Co., financial treasurer, and Russell Olander of 20th Century Press, recording treasurer.

An attendance of 150 was reported at the meeting which was marked by reception of twelve new members, bringing the Club's membership roll to over 700. Representatives of litho concerns among the class included L. J. Lewis and Wm. Maudrish, production manager and press foreman respectively, with the D. F. Keller Co.

Markets Paper Joggers

A line of Jog-A-Way electric paper joggers is being marketed by The M. L. Abrams Co., 1639 Superior Avenue, Cleveland 14. The joggers, which come in various sizes and types for different kinds of operation, operate with pulsating electro-magnetic action producing 3600 vibrations per minute. A folder describing the equipment is available from the company.

McLaurin-Jones Appoints

John M. McLaurin, recently discharged from military service, has been appointed midwest manager in Chicago, of McLaurin-Jones Co. The company, manufacturer of gummed papers, has home offices at Brookfield, Mass.

RELIABLE LITHOGRAPHIC PLATE CO., Inc.

The Pioneer Plate Grainers of America

ALL PLATES
INCLUDING THOSE
REGRAINED FOR
MULTILITH
ARE MARBLE
GRAINED

"RELIABLE" is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—they are reliable! We carry a full supply of Zinc and Aluminum Sheets for Offset, Rotaprint Presses, in fact for all the lithograph trade.

MILL
SELECTED
METAL
USED
EXCLUSIVELY
(MADE IN U.S.A.)

A trial order should "sell" you our services and products.

RELIABLE LITHOGRAPHIC PLATE CO.

INCORPORATED 1916

17-27 Vandewater St. and 45 Rose St., New York, N. Y. • Phone: BEekman } 3-4542
3-4531

BLANKOT

Reg. U.S. Patent Office

A NEW REMEDY FOR AN OLD CONDITION

BLANKOT is a liquid that immediately rectifies bad conditions of rubber blankets on offset presses, whether caused by grease and oil, water, or atmospheric conditions, all of which make rubber blankets unfit for use.

Apply BLANKOT with a soft rag or cheese cloth

MANUFACTURED ONLY BY

MARTIN DRISCOLL & CO. ★ CHICAGO, ILL.

GREAT WESTERN PRINTING INK CO., PORTLAND, OREGON • BRANCH FACTORY, MILWAUKEE, WIS.

Western Litho Idea Clicks

An idea in the mind of an inventor has turned into a bonanza for Western Lithograph Co., 600 E. 2nd St., Los Angeles, 54, Calif., whose executives, some four years ago, agreed to give it a trial. Until the advent of this idea, engineers, maintenance and repair men working with electric cables, or conduits and pipes carrying liquids and gases, had to do a lot of guess work when called on to trace a line through a building or plant, in case of damage or failure of the service.

"Why not place a coded system of markers on them?" asked an inventor and so was born the "E-Z Code System" of standard identification markers now in universal use in a variety of industries ranging from Diesel engine, or airplane building, to chemical, electrical and others.

Made of flexible durable material and backed with an adhesive for attachment without moistening, the markers, most of them 1½ x 9" in size, bear numbers, letters or symbolic designs in different colors for application to electric wires, gas pipes, etc.

Previous to development of Western Litho's system no practical or adequate marking method was available to assist in tracing wires and pipes. The way in which so many industries accepted the new product indicates, say its makers, that it was needed.

At the recent International Lighting Exposition in Chicago, Western Lithograph Co. presented an elaborate display of their code marker system with Royal A. Stem, Chicago district representative, in charge. The inventor's original idea, said Mr. Stem, was in the company's Los Angeles office for a long time before decision was reached to test the market for the product. In his own district last year, he added, over \$50,000 worth of the simple symbolic tags were sold, while in other large industrial areas, similar records were made. The markers, he stated, are fully covered by patents and copyrights.

To handle the business efficiently Western Lithograph Co. organized a special department, separate from the

company's other operations covering the usual line of lithographed products.

Issues Poster

A 17 x 22" two-color poster featuring a picture of Gen. Jonathan M. Vainwright, and a victory prayer made by him was recently distributed by Crocker-McElwain Co., Holyoke, Mass., as one side of its French-fold "Paper News Poster." Copy in the paper urges promotion of direct mail advertising similar to that used to promote other advertising media, and a plea is made to printers and lithographers to be fair in building up paper inventories during present shortages.

Issues Decal Slide Rule

The Meyercord Co., Chicago, is distributing a new slide rule type of decalcomania selector to assist users of decals in determining which of eleven types of the company's decals may be applied to fourteen different surfaces, using any one of seven application methods. The rule, it was announced, is available on request to manufacturers, product designers, purchasing agents or others interested in the use of decals.

Fluorescent Displays

Window displays for the recently published book "Man-Eaters of Kumaon" incorporated fluorescent paints and inks that glow brilliantly in various colors when activated by ultra violet light, the New Jersey Zinc Co., reports. The displays were produced by the silk screen process and featured a crouching tiger whose eyes, teeth and head outline glowed in the dark.

Heads Baltimore Club

Lloyd Ford, Harrigan Roller Co., was elected president of the Baltimore Club of Printing House Craftsmen, at its meeting, June 11.

Lichty Dies in Cleveland

Orville W. Lichty, 55, founder of the Lichty Printing Co., Cleveland printers and lithographers, died June 2 in a Cleveland hospital.

Honor Gordon's 50 Years

Eugene H. Gordon, Sr., of Rand Avery-Gordon Taylor, Inc., Boston printers and lithographers, was honored at a testimonial dinner recently on the occasion of his completion of 50 years in the graphic arts. Mr. Gordon first went to work in a print shop in Bangor, Maine.

Hoke Forms New Firm

Henry Hoke, prominent in the direct mail field and author of "Black Mail" and "It's a Secret," is president of a new firm, Graphic Books, Inc., which will specialize in books on advertising and the graphic arts. Offices are at 17 East 42 St., New York 17.

George A. Poole Dies

George A. Poole, 72, chairman of the board of Poole Bros., Inc., Chicago printers and lithographers, died recently after a long illness. Mr. Poole was president of the firm from 1918 until about 1936. Among survivors are his son, George A. Poole, Jr., who heads the firm.

Buy Offset Newspaper

The offset-produced *Plymouth County Courier* (Mass.), said to be the only offset newspaper in New England, was purchased recently by Augustus H. Sullivan and Ambrose Martin Feeley of Brockton, Mass.

Forms N. Y. Company

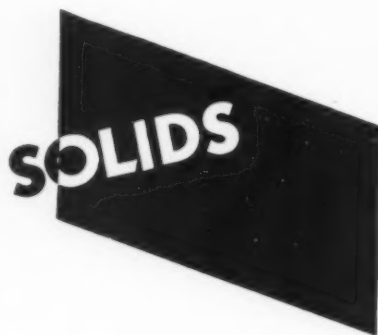
The Comet-Ray Offset Corp., has been organized recently at 312 East 23 St., New York 10, and is equipped with 36 x 48" offset presses and 17 x 22" letterpresses.

New Cincinnati Firm

A new company, the Riverside Lithographing Co., has been organized at 208 East Front St., Cincinnati, by Douglas Jenkins, formerly of Rainbow Lithographing Co.

Plans Offset in Hoboken

The Terminal Printing Co., Hoboken, N. J., recently announced plans for the installation of a small offset press and a camera.



Every Job's a Better Job

with

ECLIPSE OFFSET INKS

GAETJENS, BERGER & WIRTH, INC.

Manufacturers of Litho, Offset and Printing Inks, Varnishes and Driers

35 York St., Gair Bldg., Brooklyn 1, N. Y.

538 S. Clark St., Chicago 5, Ill.

SERVICE PLUS QUALITY!

HAS MADE OUR PLANT THE WORLD'S LARGEST

**WE SPECIALIZE IN
SMALL PLATES**

ALSO REGRAINING MULTILITH

**ZINC and
ALUMINUM PLATES**

UNGRAINED-GRAINED-REGRAINED



Telephone:
EVERgreen 9-
4 2 6 0
4 2 6 1

Forms Research Dept.



A research department to deal with problems of paper cutter users was set up in June by E. P. Lawson Co., Inc., New York, manufacturers of paper cutting machinery and bindery equipment, according to an announcement by David W. Schulkind, president. The new department is under the supervision of Fred Seybold, (above), chief engineer of the company and designer of the new Lawson cutter. Assisting him, and in direct charge of the new research department is Frank Cade, service manager. "We chose our service manager to assist Mr. Seybold," said Mr. Schulkind, "because the service department comes in daily contact with the various problems encountered by customers in cutting paper of different grades and textures, as well as the continued maintenance of machines now in operation. We have long been impressed with the importance of solving paper cutting problems for customers."

Form Upstate N. Y. Co.

The organization of the Baronet Litho Co., Gloversville, N. Y., was announced during June. A building at 16 N. Perry St. has been leased and the printing equipment formerly operated as a private shop of the C. B. Knox Co., has been obtained. Principals are John Van Derwerken, formerly in charge of the Knox printing department; Elwood D. Yeaple, former printer of the Leader-Herald, and Mrs. Jessie M. Pickett. The new plant is staffed by former personnel of the Knox printing department, and will handle the printing requirements of the Knox firm.

Announces Developer

A new photographic developer, Premium Graph-O-Lith, has been announced by the Philip A. Hunt Co. The announcement states that the product aids in the reproduction of sharp and fine lines, clear blacks and whites and clean halftone dots. It contains several new chemicals just re-

cently made available some of which prolong the life of the developer, the company states. Premium is available in one, five and 50 gallon containers from Hunt branches in Brooklyn, Long Island City, N. Y., Chicago, Cleveland, Cambridge, Mass., and Los Angeles. Samples are offered on request.

South African Visits U. S.

M. Charlaff, director of the S. A. Litho Co., Ltd., Cape Town, South Africa, is now in the U. S. studying lithographic methods and equipment, in preparation for the erecting in Cape Town of a new modern plant on a three acre site. The new plant is to be air conditioned, and will be equipped with modern equipment, he said. Mr. Charlaff said that the principal problem in Cape Town at present is the shortage of paper, and that their paper normally is imported in large part from Scandinavia. The company specializes in label work.

Honor PMC Official

Lee Augustine, vice president of the Printing Machinery Co., Cincinnati, was made an honorary member of the Cincinnati Junior Chamber of Commerce during May, in recognition of the years of service to the organization by Mr. Augustine from 1924 to 1941. He served as both secretary and president of the organization and is a co-founder of the Ohio State Junior C. of C., and has been a leader in the chamber's activities. The organization is for business and professional men from 21 to 36 years of age.

Resumes Issuing Calendar

A. R. McCandlish, president of McCandlish Lithograph Corp., Philadelphia, has announced the renewal of publication of the company's annual calendar, and the next one will be distributed this month. The calendar features a large full color reproduction of a harbor scene painted by J. J. Enwright. The calendar is mounted on 75 point board with rolled edges. It is the first calendar issued under the company's name since 1942.

Hoe Holds Sales Meeting

The first postwar sales convention of the company was held in New York recently by R. Hoe & Co., and representatives from all sections of the country were present to inspect new presses under construction at the company's plants in New York and Dunellen, N. J., Arthur Dressel, vice president and general sales manager announced. Included among those attending were Clarence W. Dickinson, manager of the offset division, and George G. Carnegie, assistant offset manager.

Veterans Form Virginia Co.

Three veterans of World War II have formed a new company, Moderne Lithograph, at Alexandria, Va. The plant occupies a three story building at 211 King Street, and has an art department, camera and platemaking equipment, a Webendorfer Big Chief 29, a Multilith, and a Baum 22 x 28" folding machine. The principals are Bernard Altshuler, Jack Sloan and Melvin Blaustein.

Forms Milwaukee Company

Evelyn J. May, formerly of the W. A. Krueger Co., Milwaukee lithographer, has announced the opening of a lettershop at 1012 N. 3rd St., that city.

Fox River Appoints



The Fox River Paper Corporation, Appleton, Wis., has appointed Don G. Anderson (above) advertising manager. Mr. Anderson was formerly on the editorial staff of the Appleton Post Crescent.



WITH 33 INK CONDITIONER
THE HALFTONE
Sells Itself



Experience proves that repeat orders for printing depend on how clearly halftones show up—particularly the finest dots in the delicate shadows.

When inks are "balky," these elusive dots are lost as the run proceeds. By adjusting the press qualities of all inks to varying conditions, "33" Ink Conditioner helps to keep half-tones clean, open and uniform.

In other ways too, "33" aids good press-work. Crystallization is minimized. Colors print more brilliantly. Ink gloss is preserved. You get that better overall print quality that pleases customers.

Try "33" or "O-33" now. See your local dealer or jobber today—or write for an 8-lb. trial can, as offered below.



8-LB. TRIAL ORDER

If our Ink Conditioner does not satisfy you completely, return the unused portion at our expense.

"33" (letterpress) "O-33" (litho and multilith)

100% GUARANTEE

Distributors: Some excellent territories are still open. Describe your coverage, when writing for attractive proposition.



EXPORT DIVISION: GUTERMAN & CO., INC.

35 S. William St., New York 4, N. Y.

WITH A BACKGROUND OF

21 YEARS

EXPERIENCE

we can give you a grain that will show better results in your pressroom.

All sizes new plates for both Harris and Webendorfer Presses, in stock for immediate delivery.

Graining and regraining of Aluminum and Zinc Plates.

We specialize in regraining Multilith Plates.

WESTERN LITHO PLATE & SUPPLY CO.

1019 Soulard Street

St. Louis 4, Mo.

Branch Plant:

DIXIE PLATE GRAINING CO.

613 Whitehall Street S. W.

Atlanta, Georgia

LITHO CLUB NEWS

Cincinnati Elects Meyers

Al Meyers, new president of the Cincinnati Club is in the center, flanked by William Jones, vice-president (left), and Louis Weiss, Sec'y.-Treas.



Cincinnati Elects Meyers

Al Meyers of Rainbow Litho Co., was elected president of the Cincinnati Litho Club on June 11, succeeding Clifford Hebbeler, Henegan Co., the club's first president. William Jones, Process Litho Co., former club secretary-treasurer, was named vice president, and Louis Weiss was elected secretary-treasurer. Frank Petersen, Cincinnati Lithographing Co., continues as chairman of pub-

licity and education. Besides the officers and Mr. Petersen, members of the board of governors are J. O. Sanker, Frank Miller, Mr. Hebbeler, Carl Jaeger, Clarence Wilmoth, and Ted Williams. Thirty-two attended the annual meeting held at Dan Tehan's.

The club's next meeting is planned for September 9 at the same place when a program on press procedure is scheduled.

Chicago Club Picnics

The annual picnic of the Chicago Lithographers Club will be held July 27, Pres. Martin Wezeman announced last month. The affair, long a traditional activity of the organization, but suspended during the war, will be held at the Oak Grove Recreation Park on Archer Ave., near 119th St., where it was often held in the past, he said. A program of races and other sports has been arranged for the children while adults will have a ball game and dancing to juke box music, with a family basket lunch to round out the day. Plans were made to entertain 300, including club members, their families and special guests.

St. Louis to Elect

The St. Louis Litho Club is scheduled to hold an election of officers at a closed meeting August 1 at the De Soto Hotel. Present officers are Val J. Verhunce, American Can Co., president; Ted Heinicke, Heinicke-Feigl

Litho Co., vice president; George F. Langenhol, Cupples-Hesse Corp., secretary; and Harold Rohne, Letterhead & Check Corp., treasurer.

At the club's June meeting, Mr. Verhunce was the speaker, and also conducted a question and answer forum. He showed samples of lithographed materials. About 40 attended.

220 At Phila. Outing

Two hundred and twenty members and guests attended the annual outing of the Litho Club of Philadelphia, June 8, for an afternoon and evening of indoor and outdoor games and sports. The affair was held at the Log Cabin Lodge, Medford Lakes, N. J. Sports included swimming, softball, quoits and golf. Several attended from the New York and Baltimore clubs.

Club Studies Graining

Thirty-four members and guests of the Milwaukee Litho Club visited

the plant of the Wisconsin Litho-plate Graining Co., May 28, to study the graining process. The graining and regaining of plates was demonstrated with Ray Fiesenhauser of the Wisconsin Co., acting as host. Howard C. Buchta, club secretary-treasurer, reported that another meeting was scheduled for June 25 and the program was to be announced locally. The club meets at the Boulevard Cafe.

Baltimore Holds Outing

The annual outing and crab feast of the Litho Club of Baltimore was to be held July 20 at Cape May Beach, with a program including swimming, softball, boating, quoits and other sports. Norman Heath, Photo Litho Plate Graining Co., was general chairman.

Conn. Outing is Aug. 10

The annual outing of the Connecticut Valley Litho Club is planned for Saturday August 10 at Turner Park, Longmeadow, Mass.

Leaves Baltimore

George Grisriel, with Gamse Lithographing Co., Baltimore for 12 years, plans to join Epen Lithographing Co., Omaha, Neb., July 1. Mr. Grisriel, an artist, is a member of the Litho Club of Baltimore.

ATF, Inc. is New Name

The new name of American Type Founders, Inc., Elizabeth, N. J., will be ATF, Inc., it was announced July 1 by Thomas Roy Jones, president. The concern will function principally as the holding company for the various interests in the ATF group. In addition to being president of the new firm, Mr. Jones will be board chairman of the associate companies.

Form New Plate Co.

The C & F Litho Plate Co., was recently organized at 42-46 Demarest St., Newark 8, N. J., to provide process photography and offset plates of all types for the trade. Head of the firm is Jay T. Cox.



D I S T R I B U T E D B Y
PAPER SALES CORPORATION
41 PARK ROW *Fine Papers* NEW YORK 7, N.Y.
WORTH 2-1280

TWO GOOD BOOKS

Photography and Platemaking for Photo-Lithography

By I. H. SAYRE

This revised edition contains 438 pages of text and illustrations besides 16 pages of lithographed color value charts for dot etching. The book begins with a discussion of the chemistry of lithography and covers the entire process up to the press.

The Single Color Offset Press

By I. H. SAYRE

Section I deals with the operation of the 17 x 22" and 21 x 28" single color Harris offset press; Section II contains a general discussion of the materials used in offset printing; and Section III, the 14 x 20", 17 x 22" and 22 x 29" single color Webendorfer.

PRICE \$6.25 each, Postpaid

Order from MODERN LITHOGRAPHY 254 W. 31st St., New York 1



EQUIPMENT & BULLETINS

Announces Art Supplies

A new line of art room supplies has been added to the list of products now being manufactured by Litho Chemical & Supply Co., Inc., New York. The announcement by the company states that there will be nine items in the new art room line, including Graph black opaque, Vilo red opaque, Chex black negative stain, Chex red negative stain, Pla-Stik opaque solution, Pla-Stik strip film adhesive, blue plate solution concentrate, No-stain rubber cement and negative staging solution.

Several of these products were described. The blue plate solution concentrate, for example, is ready to use with the addition of water. The Pla-Stik strip film adhesive and opaque solution are adaptable for use on the new plastic sheeting, coming into wide use, as well as on glass in the regular manner. The No-Stain rubber cement is a synthetic product, said to have all of the properties of the natural product.

These products have been added to the company's chemical lines for both albumin and deep-etch plate making. Complete information regarding these art room supplies is available from the company at 63 Park Row, New York 7, N. Y.

Offers Magazine Copy Help

House Magazine Copy: Writing and Preparation for the Printer, has just been published by the Champion Paper & Fibre Co., Hamilton, Ohio. The 8½ x 11", 48 page brochure discusses corporate journalism in general, comments on the company editor, explores the news and feature story as it should be handled by house magazine editors. It furnishes information for the training of reporters, tells how to prepare copy for the printer in economical and efficient fashion. An appendix suggests stand-

ard works which company editors will find valuable to their daily duties.

Other books, planned for later release, deal with house magazine layout, its format, design and typography; house magazine illustration, art, photography and reproduction; and house magazine production by letterpress and offset lithography.

The series is written by K. C. Pratt, editor of *Stet*, and will be distributed as a service to editors and company members interested in the growing profession of industrial journalism. Copies of House Magazine Copy may be obtained free upon request to Advertising Department, The Champion Paper and Fibre Co., Hamilton, Ohio.

Shows 979 Alphabets

Nine hundred seventy-nine basic alphabets are shown in a catalog just issued by Photo-Lettering, Inc., which is this year observing its tenth anniversary. Photographic proofs are available of any type to fit layouts or specifications supplied by an advertiser or lithographer, and the display lines may be condensed, expanded, or distorted in a number of ways for various effects. The company is located at 216 East 45 St., New York 17.

Shows Lightweight Letterheads

This portfolio of letterheads utilizing Eagle-A onion skin papers is being distributed by American Writing Paper Co., Holyoke, Mass. The portfolio cites the increasing demand for lightweight letterheads for both file space economy and air postage economy. The term "cotton content" is explained and various types of papers are sampled. Copies of the portfolio are available from the company, Dept. 3.



Ideal Issues Folder

A folder on Masterlith vulcanized oil rollers has just been issued by Ideal Roller & Mfg. Co., Chicago, which emphasizes pertinent facts on offset rollers. The folder calls attention to the possibility of lost press time due to insufficient spare rollers in the plant, and suggests that someone be appointed in the plant to be responsible for roller supply and maintenance. It outlines procedure for prolonging the life and service of offset rollers. Copies are available from the company at Chicago 8 or Long Island City 1, N. Y.

To Make Duplicator

Lithomat Corp., Cambridge, Mass., manufacturers of paper-plastic lithographic plates, has announced plans for the manufacture of a new offset duplicating machine. It is to be a simple, inexpensive machine designed to broaden the market for duplication.

Offers New Tank Line

A new line of stainless steel developing tanks has been announced by Peck and Harvey, 5736 N. Western Ave., Chicago 45. A folder describing the products is available.



***This can contains
more than
just ink!***

Into every can of Sinclair & Carroll ink goes the knowledge, experience and skill we have developed during many years of research and manufacture of lithographic inks. That's why Sinclair & Carroll has come to be known among lithographers as "a dependable source of supply."

SINCLAIR & CARROLL CO., Inc.

LITHO—INKS—OFFSET

591 Eleventh Avenue

CHICAGO

440 W. Superior St.

Tel. Sup. 3481

New York City

LOS ANGELES

417 E. Pico St.

Tel. Prospect 7296

SAN FRANCISCO

345 Battery St.

Tel. Garfield 5834

Tel. BRyant 9-3566

NEW ORLEANS

211 Decatur St.

Tel. Magnolia 1968



Are YOU a Specialist?

If you have mastered any one of the many operations of the Lithographic industry you are indeed a specialist.

Pressmen are specialists who combine the skill of the camera and plate departments to create the finished product. They have developed precision and judgment through study and experience, and should be proud of their accomplishments.

We as press specialists devote our entire time and effort to his problems and are proud of our accomplishments. "Know Us and Know Performance".

*Guaranteed
Service,
Maintenance
and Rebuilds
on Your
Premises*

CHARLES A. FRENCH & COMPANY

WEBENDORFER OFFSET PRESS SERVICE

218 WEST 18TH STREET * CHELSEA 2-5446 * NEW YORK

Why Not Broaden Your Knowledge of Photomechanics

By Getting the New and Revised (7th) Edition of
Cramer's Process Manual

PROCESS PHOTOGRAPHY and PLATE MAKING

By
J. S. MERTLE, F.R.P.S., A.P.S.A.

Latest information on all Photomechanical
Processes. Data furnished in the language of the
worker—easily understood by the practical man.

Price One Dollar in U. S. and Canada
(Elsewhere \$1.50)

G. CRAMER DRY PLATE COMPANY
Shenandoah and Lemp Avenues St. Louis 4, Mo.

TRAINING REPORTS

(Continued from Page 43)

industry. Crafts had to be selected . . . jobs secured. Many of the applicants had no knowledge at all of the lithographic process; their aptitude had to be determined before they could be placed. Not every veteran who applied, however, found a place for himself. Some, after learning more about the craft, decided it was not to their liking. Others did not have the necessary qualifications to make the grade. The committee did not advise indenturing a man until he had definitely determined his intention to continue in the trade. Many failures, which otherwise might have occurred, were thereby prevented. Government subsistence often proved to be the major inducement to enter training. Such cases had to be carefully investigated.

Looking back on eighteen months of activity, we find close to 100 apprentices in training in the lithographic industry in the Milwaukee area. The majority are veterans working under the provisions of Public Law 16 or Public Law 346 and are receiving government subsistence.

The apprenticeship program has enabled men to support themselves and their families during their training period. Management has found the veteran apprentice an eager, enthusiastic workman. He has learned in the Service to master instructions rapidly. He wants to succeed. He is impatient to progress. Frequent reports are received by the committee on apprentices who in six months are the equal of men of from twelve to eighteen months experience. The enthusiasm of these men has acted in no small way as a stimulant to old employees who had become fixed in their habits.

Looking forward, the committee has years of work ahead in administering the Standards it has developed. Apprentices must be personally reviewed every six months. Few additional apprentices are now being con-

sidered because of the limit forced upon the industry by the present union ratios. Many men who would become valuable workmen are being turned away from lithographic plants—not because the employer does not wish to hire and train them—but because the union will not permit additional apprentices over the ratio, and the men, because of their own economic situation, must have government subsistence in order to support their families. The Amalgamated Lithographers of America is cogni-

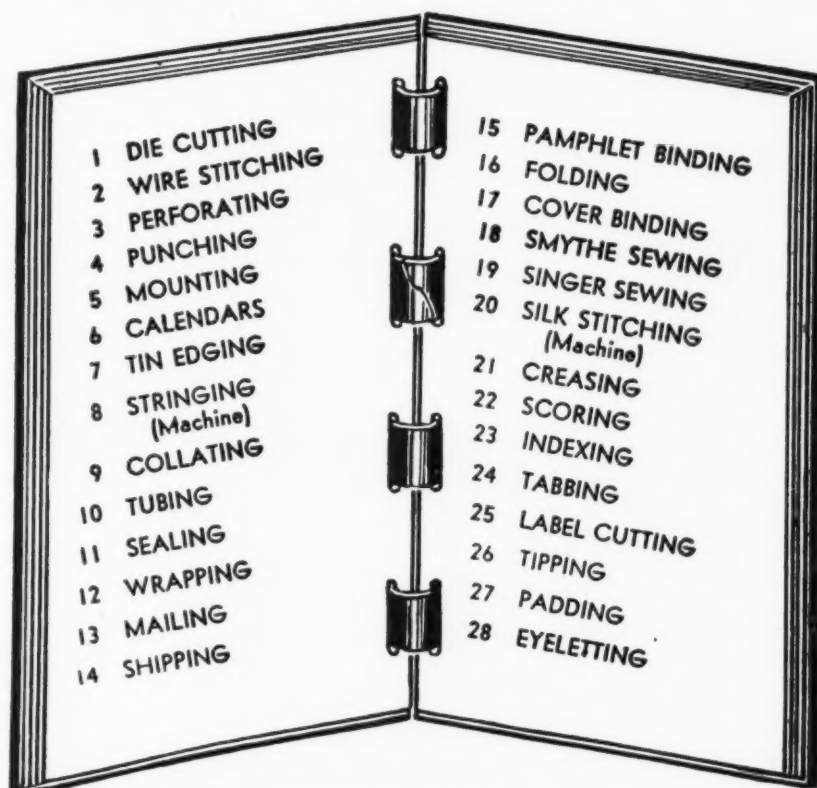
zant of this condition. I believe we can expect a cooperative change in their by-laws in the very near future.

New York

Litho Courses End in June; Announce Plans for Bigger Fall Program; Get New Equipment.

WITH an enrollment of more than 325 students, an all-time high, the winter and spring term of the lithographic section of the New York Trade School, ended in June,

28 BINDING AND FINISHING SERVICES



Dummies Bound With
Tauber-Tube Are Beautiful

The Best Sample Wins the Order
Ask for Dummies — No Obligation

TAUBER'S BOOKBINDERY, Inc.

200 HUDSON ST.

WOrth 4-5621-2-3-4-5

N. Y. 13, N. Y.

**IT'S THE FINAL
TOUCH
THAT COUNTS**



VULCAN OFFSET BLANKETS **INSURE A GOOD IMPRESSION**

Plates, ink and paper may be the finest . . . equipment may be the last word—yet the quality of the offset blanket is the *final* factor that controls quality of the lithography you do.

A skilled pressman plus VULCAN Offset Blankets is an unbeatable combination for fine presswork. VULCAN blankets assure you of proper values in solids, halftones and type areas. That's because VULCANS are dependably uniform in thickness, have the right ink receptivity and the same dense, smooth surface. They have that "perfect" degree of resilience.

For faster, easier make-ready and longer runs without blanket changes, follow the trend of the majority of fine lithographers. Use VULCAN Offset Blankets and be sure.



VULCAN
PROOFING COMPANY
1st Ave. & 58th St., B'klyn 20, N.Y.



**ANGLING
FOR BETTER
PRESSWORK?**

USE **CRESCENT** INKS

OFFSET • DEVELOPING INKS • TIN

CRESCENT INK & COLOR CO.

464 N. FIFTH ST., PHILADELPHIA 23, PA.



for
**HALFTONE and
MEZZOGRAPH Screens**

Users of International Screens find them of a quality and precision sharpness comparable to the finest screens ever produced. They find in them a greater durability and higher resistance to scratching. Yet the same expenditure required for only a few screens of other types has permitted the purchase and use of International Screens which will meet the full range of a plant's requirements.

A new folder describes these screens in complete detail, lists prices, and includes information on our five day trial offer. Write for it today.



MOORE LABORATORIES
70 West Montcalm Street • Detroit 1, Mich.

INTERNATIONAL SCREENS

and plans are now being made for re-opening in the fall. In the term just ended a wide range of courses were given.

These classes included part-time day courses (apprentices) in color correcting, photography (color separating), platemaking (deep etch) and press work. A total of 40 was enrolled in this section. One hundred sixty-one were enrolled in the evening courses (trade). These courses included color correcting, line, half-tone and color photography, albumen and deep etch platemaking, black and white and color stripping, elementary press and advanced press.

The evening courses for junior executives included a survey of lithography, black and white estimating, color estimating, and copy preparation. Eighty-six were enrolled in the junior executive courses. Full time day courses were given in press, photography and an intensive course. The press and photography courses in this section were offered for the first time and only veterans were enrolled, 13 in each course.

For the fall term 37 courses are to be offered in lithography and these, together with full information on the school, are described in the 1946-47 catalog scheduled to be issued in July. This catalog was lithographed by the classes on the school's equipment as a class project. Copies are available from the school at 312 East 67th St., New York.

New classes listed for fall include full time (day) platemaking and stripping for veterans, photographic troubles, opaquing, survey of lithography for advertising agency personnel, leadership training, and chemistry for lithographers.

Dr. D. J. MacDonald, dean of lithography, announced that \$25,000 worth of new equipment either has been installed during the term just ending or will be installed this summer. This equipment includes a Valette 24 x 24" camera with contact screen equipment, a hood for handling fluorescent copy, a 20 x 29" Webendorfer press, five new cabinets, two vacuum frames, a plate developing tank, one whirler, a Zarkin tem-

perature control outfit, and a Luxometer. Present equipment includes a Hoe and a Harris press, Rutherford camera and photocomposer, and other platemaking and incidental equipment.

Dr. MacDonald reports that the outlook for the fall term is bright. "An unprecedented number of inquiries augurs well for the coming year," he said, "and it now appears that we shall have enrollments from 10 different countries in next year's classes."

Chicago

Chicago Assn. Meets and Plans to Open Training School Probably in October.

CHICAGO lithographic industry leaders, at a meeting last month, took definite steps toward organization of a training school for apprentices which will assure them a continuous supply of skilled workmen hereafter. If at all possible, the school will be ready for operation by September or early October.

Quarters for the new institution

FREE "flat as a pancake" gummed paper proofing samples



The BROWN-BRIDGE MILLS, Inc., offer you this service that makes it simple to get the "okey" on label jobs. Select the samples you want from your "Flat as a Pancake" gummed paper sample book, and then ask your distributor to rush the proofing sheets to you. Then show your label proof to your customer who will test it for color, printing quality and adhesion. It's so easy! Just another of the many services of *Those Gumming Specialists...*



The BROWN-BRIDGE MILLS, Inc., Troy, Ohio

NEW YORK	CHICAGO
101 Park Ave.	608 S. Dearborn
ST. LOUIS	SEATTLE
3739 Olive St.	2416 First St.
	SAN FRANCISCO
	420 Market St.

● THE BROWN-BRIDGE MILLS, INC., TROY, OHIO

I'm interested in your Free Proofing Samples—send name of my nearest distributor.

NAME

ADDRESS

DeWitt Public Library

have been reserved at Glessner House, home of the research department of the Lithographic Technical Foundation, and committees representing the Chicago Lithographers Association and the open shop lithographers are at work on the problem of hiring a competent superintendent, obtaining funds and rounding up equipment.

C. A. Nordberg, head of Chicago Offset Co. and president of the Lithographers Association, said a thorough canvass is being made to find the "ablest man in the country" to head the educational staff. Once he has been selected, Mr. Nordberg was confident there would be clear sailing from that point until the new school is in actual operation.

A campaign to secure \$30,000 was launched but no difficulty in that direction is anticipated, since the entire lithographic industry, since closing of the old Chicago School of Printing and Lithography during the war, has been keenly aware of the need for an industry training school. Once under way, it is expected to be self-sustaining from tuition fees.

The equipment problem, Mr. Nordberg admitted is "desperate," but he does not believe it insurmountable, even in the short time before it is planned to have the school on a going basis. Practical courses, he said, will be offered in press work, camera operation and plate making. Other subjects will be covered in lecture courses, as presently planned.

While Glessner House will be the location of the school, the Foundation will not be further involved in the project, since its charter does not provide for education action of this sort.

The new training school has been given the approval and assured the complete cooperation of Chicago Local No. 4, A. L. A., Mr. Nordberg stated. The union, he said, has offered to close its own apprentice school, operated for years at its west side headquarters, this action having been agreed to by the local's executive committee and subsequently ratified unanimously by the entire union membership.

Students will be accepted at the school from both open and closed

shops, it was further agreed, and a harmonious plan was worked out, whereby the ratio of new trainees maintained by the union will prevail also in selection of open shop candidates for the courses. Whether or not the training will be available to beginners drawn from the public at large, is a question for future consideration, Mr. Nordberg added.

Proposals for the creation of a lithographic training school have been made several times in the year since the Nazi surrender. The movement, however, did not crystallize until directors of the Foundation offered to make their premises available and asked for immediate decision. The Chicago Lithographers Association has 58 member shops which are said to represent 95 per cent of the city's industry. At the meeting called by Mr. Nordberg, the decision to go ahead was reached and the Association assumed further charge. "Now that the industry has committed itself," Mr. Nordberg said, "everyone is pitching in with a spirit that forecasts success for the project." ★ ★

The steadily increasing use of lithography demands Offset Inks that will keep pace with the needs of your Industry. Our laboratory technicians are continually improving Offset Inks thus guaranteeing that Roosen Products will give outstanding value in the years ahead just as they have for the past fifty years.

H. D. ROOSEN CO., INC.

Division Columbian Carbon Co.

Foot of 20th and 21st Streets, Brooklyn, New York

CHICAGO
732 S. Sherman St.

BOSTON
Kendall Sq. Bldg.
Cambridge

BALTIMORE
3432 Kenyon Ave.

MEXICO, D. F.
Sanchez & Cia
Jose Marie Izazaga #99
Antes San Miguel

HAVANA, CUBA
Inquisidor No. 513-515

(Continued from Page 28)

used in the production of *Time* on the web offset presses of Pacific Press, Inc., Los Angeles¹.

Web-fed offset presses are a relatively new development, with present manufacturers reporting that they built their first models in the early 1930's. John F. Webendorfer of the Webendorfer-Wills Co., Mt. Vernon, N. Y.² began experimenting with web offset presses following previous years of experience in building rotogravure presses. The first Webendorfer web offset press was produced early in the 1930's the company reports. R. Hoe & Co., makers of web newspaper presses, were also experimenting with a web offset press at that time and by 1935 had delivered a large two unit web offset press to the Courier-Citizen Job Printing Co., Lowell, Mass. This press takes a 44" web, and has a cylinder circumference of 51½", so it will deliver cut sheets 44 x 51". It has a maximum speed of 12,000 revolutions per hour. Its two units may be used to print both sides of the web or

¹ See article "Heat Set Litho Inks," *Modern Lithography*, Dec., 1944, page 24.

² Now the Webendorfer Division, American Type Founders Co.

to print two colors on the same side.

From the beginning the web type of press has been a specially built, custom-made machine. Being built to order, and virtually "hand made," the presses are expensive, but perform a profitable operation when fitted to a particular job.

While the web press is playing an important part in lithographic production, it requires the same careful study of the type of work to be done and of the market possibilities as does the sheet fed press. Along this line Mr. Hacker said that the web press is designed and built especially to do one job or similar jobs of the same size. "The lithographer who contemplates the purchase of a web press should have a definite market or outlet for the product before thinking of investing his money in equipment," he says. "The initial outlay can run anywhere from \$15,000 to \$200,000 for web equipment, and this is not a sum that anyone would want to gamble in the hope of finding jobs to keep the press busy and earn a return on the investment."

Clarence W. Dickinson, head of the

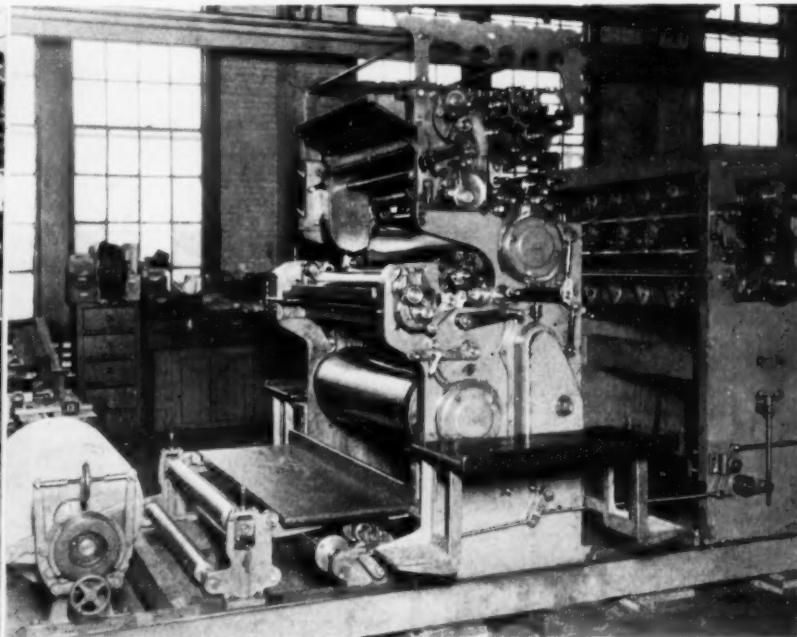
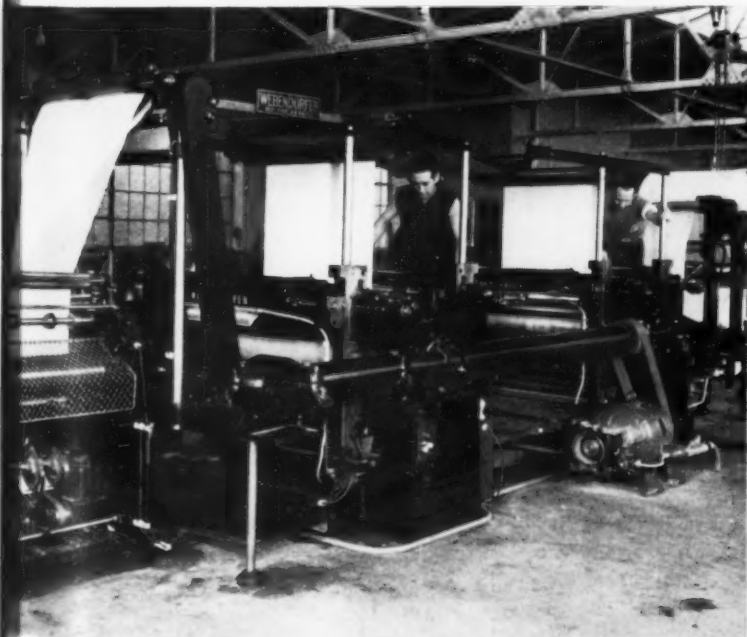
offset division of R. Hoe & Co., expresses great faith in the future of web offset, and states that the building of many such presses by his company is held back at the present time only by the huge accumulation of back orders for other types of presses which will take some three years to fill. The web principle, so successfully used in newspaper presses, is being used more and more in offset. There is a big field for web presses in magazine production, he indicated.

Both the Hoe company and the ATF-Webendorfer company stressed that deliveries of any kind of web offset presses are entirely unpredictable under today's conditions, and that the present backlog of orders precludes any possibility of setting any delivery dates. Representatives of both firms, however, expressed confidence that the web press in the future will have a definite and useful role in lithographic production.

The accompanying illustrations show some of the various kinds of web offset presses which have been built, and captions tell a little of their operation.★★

A widely publicized experiment in newspaper publishing by offset was made in 1940 by the Hartford Newsdaily using the Webendorfer web offset press shown below. This press delivered 12,500 folded tabloid-size newspapers per hour, running 36 pound newsprint.

One of the earliest web offset installations was the Hoe press (below) at the Courier-Citizen Job Printing Co., Lowell, Mass. A second offset unit (not shown) was added later. A perfecting press, it takes a 44" web; the cylinder circumference is 51½".



When Quality Counts Most—Use

ILFORD

**PANCHROMATIC
DRY PLATES**

(NON-HALATION)

Here is a summary of useful information that will help you choose the right panchromatic plate for any job.

(Order Code) NAME	CHARACTERISTICS	USES
PP-50 Halftone Pan.	Highest contrast; thin film emulsion. (H.D. 75)	"Direct" process halftone negatives when sharp solid dots are required.
PP-40 Rapid Process Pan.	Slightly lower in contrast than above but increased speed. (H.D. 135)	"Direct" process halftone negatives and a universal standard in use for years.
*PP-20 Special Rapid Pan.	Medium speed and contrast. (H.D. 700)	"Indirect" continuous tone negatives and positives in lithography and photogravure.
*PP-10 Soft Gradation Pan.	Fast; soft-working long delicate gradation scale. (H.D. 1200)	"Indirect" continuous tone negatives and positives and all color separation work.

*Also furnished in "MATTE" surface. In ordering "MATTE" add "M" to code. SOLE U. S. DISTRIBUTORS

Complete Stocks

Prompt Service



Mid-West Depot
316 W. Washington St.
CHICAGO, ILLINOIS

Eastern Depot
27 Pearl Street
NEW YORK, N. Y.

Startlingly New!

Entirely Different!

Hanco Concentrated BLACK OPAQUE

With these extraordinary, long-wished for features:

- Extra good coverage
- Greatest density and smoothness even on hair-lines and delicate work
- Spreads easily, evenly and lays flat — free-flowing
- Excellent for ruling pens
- Does not chip or crack
- Excellent adhesion
- Costs no more than ordinary black opaque

Packed in 2, 8, 16 ounce and quart sizes.

ORDER A TRIAL SIZE TODAY!

A. E. HANDSCHY COMPANY

Manufacturers of Fine Letterpress and Lithographic Inks and Supplies

538 SOUTH CLARK STREET

CHICAGO 5, ILL.

Wabash 6388-89

'BARTELS'

HOMO-BUMEN
(CANNED EGG ALBUMEN)



HOMO-BUMEN is a homogeneous egg albumen prepared expressly for photographic purposes which has properties not found in any other plate coating.

STABILITY is imparted to **HOMO-BUMEN** by its unique chemical structure which produces a product that is immune to bacterial growth. **NEEDS NO REFRIGERATION.**

HOMO-BUMEN is compounded to equal the viscosity of natural egg whites, thus eliminating any unnecessary bulk.

GORDON BARTELS COMPANY
Rockford, Illinois

When will SUPPLY BALANCE DEMAND

? ▲ ?

While we are shipping lenses every day, our possible production reduces only slightly, if at all, our backlog of unfilled orders. The waiting line is now longer than it has ever been. So today, to satisfy the ever-increasing demand for the world-famous

"GOERZ AMERICAN" PRECISION PHOTO-LENSES an American Product since 1899

our plant is working at full speed, yet under the same rigid standards of highest accuracy, which has been our motto from the start almost half a century ago.

Rush shipments are in most cases impossible as there is not sufficient overrun in the production of any type of lens to build up any reserve stock. We suggest, you assure yourself of the highest possible place on our waiting list by speeding in your order through your dealer for the lens you have selected. "First come—first served" is the rule adhered to in fairness to everybody. You will be repaid for your patience manifold if you let yourself be guided by the following adage:

For making first-class pictures a
"GOERZ AMERICAN"
lens will give you a lifetime of profitable satisfaction

The C. P. GOERZ AMERICAN

OPTICAL COMPANY
OFFICE AND FACTORY

ML7

317 East 34th St., New York 16, N. Y.

Meyercord Buys Building

Leonard Knopf, president of the Meyercord Co., Chicago decalcomania manufacturers, has announced the purchase of a four-story warehouse building containing 20,000 square feet of floor space, at 5425 West Lake St., that city. This new property, which is close to the main plant will be equipped for additional production operations, thereby greatly relieving congestion in the older quarters, he said.

Guild Elects James

Alvah H. James of the Cutler-Hammer Co., Chicago, was elected president of the Printers Supplymen's Guild of that city. Roy Kirby of American Type Founders is the new vice president; Herbert Knapp of U. S. Finishing Co., treasurer; and Charles K. O'Bevan of Lanston Monotype Co., is secretary.

School May Open Soon

The school of Lithography, being established in the David Ranken Trade School, St. Louis, is expected to be ready for enrollment sometime during this summer.

MR. HOPE WELL

(Continued from Page 47)

(3) where the demand for lithography was large enough to justify the location of plants; (4) what kinds of plants should be established, the type of machinery to be installed, and whether the plant should restrict itself to one or two specialties or engage in a general line of lithography; (5) whether a firm should purchase new or used equipment or merge with long established enterprises which were in need of expansion; (6) the amount of capital necessary for an individual venture, minimum credit terms and the possibilities of obtaining lithographic equipment; and (7) obtaining authoritative data from machinery manufacturers as to the availability of certain types of equipment, new or used, and what disposition they were prepared to make of it.

When this information was eventually compiled, the association made it available to both the offset and letterpress industry.

During the subsequent years the Association constantly added to its store of data concerning the state of the industry and the potential opportunities for those who had the required experience plus adequate capital and essential technical training.

The ambitious public relations program provided for the lithographing of some 35,000 copies of the Hope Well booklet, and these are being

mailed to virtually every sizeable letterpress printing plant in the United States. Copies of the booklet are available without charge, from the association's offices, 1776 Broadway, New York 19.

The creation of Mr. Hope Well and the public relations job that is being accomplished with the help of this redoubtable character is the culmination of many years of persistent endeavor to steer the industry away from cut-throat competition, unnecessary plant failures, and the maldistribution of lithographic equipment.★★



HUNT'S
Premium
GRAPH-O-LITH DEVELOPER

REG. U. S. PAT. OFF.

**FOR LINE AND HALFTONE NEGATIVES ON
PROCESS FILM, STRIPPING FILM AND PAPER**

Rely on this dependable developer to give you hard, dense, opaque lines and dots, sharply defined shadow details, brilliant whites and rich blacks. HUNT'S Premium GRAPH-O-LITH DEVELOPER gives maximum contrast and reduces fog. DOES NOT CONTAIN CAUSTIC. This long-lived, energetic and extreme contrast developer has a low pH, is completely buffered, and eliminates effects of different waters.

For quality results use HUNT'S Premium GRAPH-O-LITH DEVELOPER—order from your nearest branch, prompt deliveries and freshness assured. Available in 1-5-50 gallon size containers. Sample on request. Our Technical Service is ready to assist you.

PHILIP A. HUNT COMPANY
ESTABLISHED 1909
BROOKLYN, N. Y.

CHICAGO, ILL. CLEVELAND, OHIO CAMBRIDGE, MASS.
LONG ISLAND CITY, N. Y. LOS ANGELES, CAL.

**You'll Find
BRILLIANT COLORS,
STRENGTH and
PRINTABILITY**

IN

**D'ARTAGNAN
PORTHOS
GUARDSMAN
MUSKETEER
NUGGET
CLOTH-LINED
COVERS**

MADE
BY

UNITED MFG. CO.

SPRINGFIELD 7, MASS.



*Distributed by
Leading Merchants
from Coast to Coast*

CREATIVE PRINTING

(Continued from Page 51)

managers . . . from now on it will be sales that is the real objective of printing. Investments in equipment should be made only after sound judgment has been used in analyzing future probabilities.

A Fair Profit

Still another decision: I like to think of successful selling as being defined as the completion of buying and selling—at a profit. In the past, printing has been a shopper's dream. Those days must not return. To sell at a profit, it is better to lose a sale or an order if necessary. This year our opportunity for profits is greater than last because of the different tax set-up. To make the most of that opportunity, we'll have to get buyers out of the habit of asking *first*: "What's your price?" If we can get the buyer to realize that he is investing in quality and service, then we can obtain just and fair prices for our product. But when we approach a man on the wrong basis—and when I say wrong basis I mean saying "Let me have an opportunity to figure on your requirements"—which is, I think, the poorest and worst approach that can be made. When we say that, we are breaking down our finest asset. When we say *that*, we are taking our profession right back to the shopper's market. Actually, ours is a *service* business. It is custom built. Rather than sell a product like a can of beans at the lowest price possible, we are rendering a service that is never identical on any two orders. Therefore, it *can't* be priced like a can of beans, which comes off the production line in mass-produced standardization.

Along this same line, we can make the decision to adapt our business to our best capabilities. Although I have already spoken of this phase, I want to repeat it. It would be wrong, for instance, to oversell on the type of business which would involve heavy forms on our verticals, where poor distribution of ink would result in poor service. Let's take only the busi-

ness we're honestly best suited for. Then, by quality and service and deliveries on time, we can build our reputation for that particular specialty.

In this way we avoid cutting each other's throat—avoid price cutting that is so dangerous. I can't see the wisdom of taking a 7½% profit on \$200,000 in preference to a 15% profit on \$100,000. The small profit leaves nothing for emergencies. In the long run the medium volume, done at a fair, just profit, is far better. The higher margin is more protective . . . the lower means skating on thin ice, sooner or later. We're not in the grocery business—why should we play with the narrow margins that the quick turn-over grocery business requires?

No one ever considered that the printing industry was going to play a vital part in the successful prosecution of the war. It did, and now it is going to be a vital factor in reconversion and reestablishment of markets. It is a service which is absolutely necessary and is definitely entitled to a fair margin of profit.

Summary

In closing, may I say that young men frequently come in to my office and ask, "What future do you think there is in the printing business from a sales standpoint?" Well, I never like to hold out the view that there is *easy* gold in "these here printing hills." I tell them to look at the sales picture of America—not just the graphic arts industry, or printing alone—but the over-all picture of sales in our country.

In 1940, our national income was 77 billion dollars. And in that year, 3 million salesmen were able to see to it that the money was spent on their products. With the anticipated rise of national income to 140 billion, the United States is going to need—at the same rate—five million salesmen. And when you're 1 in 5 million, you've got to make the right decisions to get the business!

I say we're going to get that business. I say we can increase our share of the big expenditures. ★ ★

TECHNICAL BRIEFS

From Current Literature in the Graphic Arts

Abstracts of important current articles, patents, and books, are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Lithographic Technical Foundation, Research Dept., Glessner House, 1800 Prairie Ave., Chicago 16, Ill.

*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk the original articles can be furnished by the Foundation (address above) as photographic copies at twenty cents per page, plus six cents postage for each four pages or less. Copies of United States patents can be obtained by sending ten cents per copy to the Commissioner of Patents, Washington, D. C.

Photography

***Choosing a Process Camera.** Herbert P. Paschel. "Modern Lithography" 14, No. 4, April, 1946, pp. 39, 41, 43, 45, 99, 101 (6 pages). The selection of the devices for holding the sensitive material and the copy is considered as it is based upon the type of work to be handled in regard to speed, accuracy, and capacity. The soundness of design and construction and the operating advantages of each of the three methods of supporting film and paper negative material—stayflat, vacuum, or sandwiched between two sheets of glass—are discussed. The different types of stayflat, vacuum, plate, double purpose, and multiple holders are listed. Open face copy holders and the glass covered type, and the various available arrangements of each, are also listed and described. Special features necessary for color work are discussed. Sixteen illustrations are given of the holders mentioned.

***Photo-Lithography (Dot Etching).** A. Haigh and H. M. Cartwright. "Process Engraver's Monthly" 53, No. 629, May, 1946, pp. 134-5 (2 pages). The best form of training for retouchers with no previous experience of dot-etching is to start with plates which have an all-over joined dot pattern and to execute some simple design on them by dot-etching in the bath and with the brush. The retouching of simple monochrome subjects is considered. Suggestions are given for retouching of the first negative if the reproduction is made by way of continuous-tone negative and then screen positive. Also instructions are given for dot-etching if the screen positive is made from an unretouched continuous-tone negative or screen negative. The use of a knife for putting in fine details and the method of obtaining clear borders are also considered.

Photo-Mechanical Review (Diaphragm Controls). J. S. Mertle. "National Lithographer" 53, No. 5, May, 1946, pp. 34, 64 (2 pages). A common feature of practically all modern diaphragm controls is a lens scale or indicator for conveniently setting the iris diaphragm to the different apertures required in photography with halftone screens of various rulings. The Ratio-meter Lens, one of the first of this type, and the Douthitt Automatic Halftone Stop Indicator, the first commercial diaphragm control in which the size of the lens aperture was directly governed and indicated by the scale of reproduction, are discussed. Their designs and functions are described.

***Choosing a Process Camera.** Herbert P. Paschel. "Modern Lithography" 14, No. 5, May, 1946, pp. 67, 69, 90, 73 (4 pages). Optional features and accessories which are often overlooked or disregarded in choosing a camera, but which should merit serious consideration are discussed. A calibrated focusing system is a worthwhile investment when choosing a camera. The functions and types of focusing systems are described. The sliding or elevating screen mechanism is indispensable for any camera on which combination line and halftone work, and highlighting halftones by fluorescence process is contemplated, in order to prevent breaking the screen, disturbing the screen distance setting, or causing blemishes in the negative. The disk and sheet or panel types screen compensators are described and the use of each explained. The use of various types of flashing lamps is also discussed.

***Tone and Color Correcting.** Lawrence Brehm. "Modern Lithography" 14, No. 3, March, 1946, pp. 32, 39, 41, 89, 91 (6 pages). Color correcting and

negative retouching are considered as they are performed on the continuous-tone color-separation negative. Nine reasons are given for the preference of making color corrections on separation negative rather than on halftone positive. The author gives suggestions for studying and analyzing the picture before starting correcting work and he stresses the importance of a great deal of training and an inherent sense of color in the greatest degree for the lithographic artist. Limitations the lithographic artist meets in trying to reproduce the colors and character of the original art work are enumerated and standardization of the process colors is advocated. Choice, use, and value of color swatches are discussed.

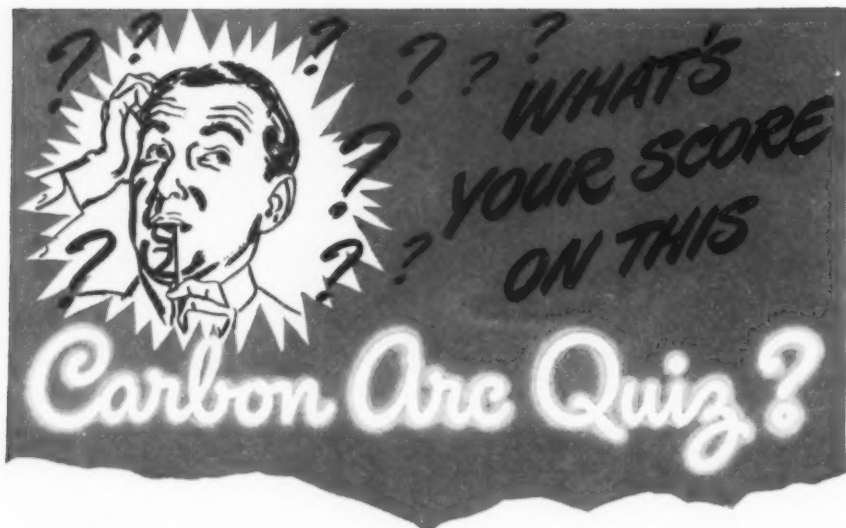
Printing Surfaces

Printing Plate. A. W. Buck and J. W. Miller, assignors to Buck X-Ograph Company. "U. S. Patent No. 2,387,056." A lithographic printing plate is sensitized with a mixture of casein, gelatin, borax, and a sensitizer. "Monthly Abstract Bulletin" 32, No. 3, March, 1946, p. 103. (Eastman Kodak Co.)

Platemaking For Offset Lithography—Deep-Etch. "Lithographic Technical Foundation," 131 East 39th Street, New York 16, New York. Shop Manual No. 23, 25c. This manual contains formulas and complete instructions for making deep-etch plates. In addition the various hazards are discussed with emphasis on prevention of troubles. The booklet contains much technical and practical information for the lithographic plate maker.

***Offset—Developers and Deep-Etching Materials.** Charles F. King. "Inland Printer" 117, No. 3, June, 1946, pp. 53, 54, 55 (3 pages). Deep-etch developers are discussed as to their composition, swelling and dissolving effects upon gum, concentration adjustment requirements, and maintaining of tonal values. The importance of complete development is stressed. The use of the deep-etch solution and its purpose are set forth. The controversy regarding whether to follow the deep-etching solution by another application of developer is briefly summarized. Tests with developers are described and results are given.

***LTF Announces Replacement For Gum Arabic.** "Modern Lithography" 14, No. 5, May, 1946, pp. 45, 123 (2 pages). The use of cellulose gum as a replacement for gum arabic is discussed. The advantages resulting from greater desensitizing effect are listed. The other advantages cellulose gum has over gum arabic or any other known desensitizing agent are also named. Other Lithographic Technical Foundation research projects that are mentioned briefly include: compilation of specifications for zinc and aluminum plate materials, graining evaluation and standardization, tests on



Q What kind of light is best for Photolithography?

A A light source having the best combination of visible and ultra-violet rays. It should also produce a very high total amount of light.

Q What artificial light source best provides the amount of light required?

A The carbon arc. It has a more efficient light output per watt of electricity consumed than any other practical light source for this purpose.

Q What artificial light source gives the best combination of visible and ultra-violet rays?

A The "National" White Flame carbon arc, because it produces all the visible colors in substantially the same proportion as found in sunlight and the proper intensity of ultra-violet for film negatives and printing plates. Only with such a light source can you get accurate reproduction in color or black-and-white.

The word "National" is a registered trade-mark of National Carbon Company, Inc.

**NATIONAL
CARBON COMPANY, INC.**

Unit of Union Carbide and Carbon Corporation



30 East 42nd Street, New York 17, N. Y.

Division Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

*Handy Way
to Subscribe*



CLIP AND MAIL TO
MODERN LITHOGRAPHY, 254 W. 31st St., New York 1, N. Y.
Please enter subscription(s) as follows:
(Check or money order enclosed)

- ☐ One year, \$3.00 (In Canada, \$4.00).
☐ Two years, \$5.00.
☐ Group. (Four or more entered together as a group, \$1.50 each. May be sent to different addresses.)

NAME
(Please Print)

FIRM

STREET

CITY

(For a group—attach separate sheet with names of persons and addresses.)

**CRUSADER
OFFSET BLACK
No. 403**

Crusader Offset Black No. 403 is a remarkable offset ink. Developed in our laboratories after much research and experiment, Crusader Offset Black No. 403 will produce the most beautiful solids you ever saw. Halftones sparkle with clear, sharp highlights. What's more, when the job is finished there is no chance of scratching or rubbing when handling or folding.

Write today regarding a trial order.

BENSING BROS. & DEENEY

401 N. Broad St.

Philadelphia 8, Pa.

538 S. Wells St., Chicago, Ill.

Cronak treated plates, study of effect of relative humidity on the light sensitivity of bichromated colloids.

Equipment

***Photo - Typesetting.** "Printing Equipment Engineer" 72, No. 2, May, 1946, pp. 18, 19 (2 pages). Two photo-typesetting mechanisms are being developed in the United States by Inter-type Corporation and Huebner Laboratories. The structural features of these machines are described and compared as to similarities and differences with the standard hot-metal machines.

Paper and Ink

Effect of Humidity on Physical Properties of Paper. F. T. Carson. "Circular No. C445 of the National Bureau of Standards," U. S. Government Printing Office, Washington, D. C., January 31, 1944, 12 pages. A review is given of the chief changes in the physical properties of paper brought about by a controlled change in the atmospheric humidity from 15 to 83 per cent relative humidity (R. H.). The data were obtained from work at the National Bureau of Standards. Seven tables and six graphs present the results obtained with eleven papers, showing the variation with humidity in basic ream weight, bursting strength, tearing resistance, folding endurance, tensile strength, and stretch. Paper exhibits hysteresis with respect to atmospheric humidity, since its equilibrium moisture content is less when the equilibrium is approached from a lower moisture content than when approached from a higher moisture content. Bursting strength goes through a maximum between 30 to 50 per cent R.H., as does also tensile strength. Variations of folding endurance, tensile strength, and stretch with machine or with cross direction are shown. The data presented permits correlation with respect to standard conditions of testing, such as those prescribed by the Technical Association of the Pulp and Paper Industry. "Monthly Abstract Bulletin" 31, No. 11, November, 1945, p. 340. (Eastman Kodak Company).

Dispersions of Finely Divided Solids in Liquid Media. Earl K. Fischer and David M. Gans. "Colloid Chemistry" 6, pp. 286-327 (1946). Pigments, paints, and printing inks are examples of the solids and liquids and modifying agents dispersed by many types of apparatus. Following a two-page glossary is a discussion of: the liquid phase, the comminuted phase (particle size table, electron micrographs), mechanical dispersion (descriptions of mills and operation, roll mills, ball and pebble mills, relative charge volumes of balls to mix, ball size, and rate of dispersion and contamination, mill diameter and dispersion rates; the col-

loid mill); the solid-liquid interface; rheological properties (with table); sedimentation equilibria; contact-angle relations; heat of immersion; adsorbed water; surface-active agents (two pages of tables). Flushed colors, involving direct transference from aqueous to oil dispersion without drying are treated. "Chemical Abstracts" 40, No. 9, May 10, 1946, p. 2374.

The Curling of Lithographic Papers. Robert F. Reed. "Modern Lithography" 14, No. 4, April, 1946, pp. 28-32, 90-1 (7 pages). or "Printing Equipment Engineer" 72, No. 2, May, 1946, pp. 13-17 (5 pages). There are three fundamental types of paper curl: (1) Inherent curl, built into or acquired as a result of improper manufacture or handling; (2) Moisture curl, caused by non-uniform moisture distribution, or by the presence of too much or too little moisture; (3) Structural curl, caused by changes in structure of the paper. These types of curl, the paper properties which aggravate them, and their occurrence in lithographic operations are discussed, together with their identification and methods of prevention.

***Penetration of Inks Into Paper.** Dr. Andries Voet. "American Ink Maker" 24, No. 3, March, 1946, p. 27 (1 page). Conclusions reached as a result of tests on a number of inks and paper are discussed. Among these conclusions are: the penetration speed of an ink in paper is governed solely by the fluidity of the vehicle and is directly proportional to this value, irrespective of ink viscosity; and a complex but homogeneous vehicle does not show any preferential penetration of the lighter vehicle constituents, but the vehicle always penetrates as a single liquid.

***What the Metal Decorator Should Know About Protective Coatings.** M. G. Gardner. Part I, "Modern Lithography" 14, No. 3, March, 1946, pp. 27-30, 89 (5 pages). Part II, "Modern Lithography" 14, No. 5, May, 1946, pp. 75-79, 121 (5 pages). Finishes are applied to the flat metal sheet before can fabrication most often by the roller coating machine, the rotary press and the doctor blade or rolls. After the container has been formed, coatings are applied by spray, flush, dip or automatic brush and wipe methods. Occasionally the squeegee screen is used. Varnish, lacquer, enamel and various other types of finishes are described. The two classes of container finishes are: exterior, those used on the outside of containers for decorative and protective purposes; and interior, those used on the interior of the containers in which are packaged foods, beverages, tobacco, and other products. Characteristics, application, and uses of size coatings, enamel coatings, inks, and finish varnishes, in the

exterior group, are discussed. The interior liners are of two types—the Sanitary Group for use inside food, beverage, and medicinal containers, and the Non-Sanitary Group or chemical resistant liners. The variations of these types are described.

Miscellaneous

***Laminating Adhesives and Their Applications.** Arthur Biddle. "Paper Trade Journal" 122, No. 23, June 6, 1946, pp. 34-40 (7 pages). The two general classifications of adhesives are: hydrophillics, water absorbing or water soluble glues; and hydrophobics. The formulation, peculiarities, and functions of the various types of adhesives under these classifications are discussed. Suggestions are given for correct application by laminating machine.

***Skin Hazards and Their Prevention in Lithographing and Photoengraving.** Tibor Benedek. "Lithographer's Journal" 31, No. 1, April, 1946, pp. 8, 51, (2 pages) or "Photo Engraver's Bulletin" 35, No. 10, May, 1946, pp. 35-7 (3 pages). Skin irritants are named. The effectiveness of the following measures in the prevention of dermatitis is discussed: cleanliness, the use of lathering soapless detergents, wearing rubber gloves, and the use of ointments and creams. A list is given of "do's" and "don'ts" to observe.

***Some Ideas For the New Plant. I.** H. Sayre. "Modern Lithography" 14, No. 4, April, 1946, pp. 24-26, 93 (4 pages). Two plans are discussed that offer helpful suggestions in arrangement of an efficient camera department and diagrams showing details are given. The darkrooms for exposure and development are separated to make possible full-time use of both camera and developing room. Suggestions are made to construct walls and partitions to steel beams supporting floor and thus preventing any loss of space and impediment from them. The contact room layout is also described. Recommendations are given for the elimination of doors in favor of light traps, the layout of the developing sinks, and tables for the examination of negatives and positives.

***Some Ideas For the New Plant. I.** H. Sayre. "Modern Lithography" 14, No. 5, May, 1946, pp. 42-4 (3 pages). A basic floor plan is given for art and camera departments, using only an average floor area, to illustrate how to eliminate as much traveling around the plant as possible by having the needed items in each department within an easy working area around each piece of equipment. Diagrams show the design and layout of etching table and etching sinks. The details of these are also discussed briefly.

MAKERS OF

THE FINEST QUALITY COLOR PLATES

FOR

OFFSET LITHOGRAPHY

THE STEVENSON PHOTO COLOR SEPARATION CO.

400 PIKE STREET

CINCINNATI 2, OHIO

QUALITY INSURES PRODUCTION



Ink & Color Co., Inc.

305 EAST 45th STREET
NEW YORK 17, N. Y.

Let us do the
STRINGING
(INCLUDING PUNCHING)
of your straight cut and die cut book-lets, folders, pamphlets and card-tags, in white and colored cotton and rayon strings. Tied in 50's or 100's and packed in plain boxes

DIE CUT TAGS
We also manufacture printed and die cut tags, strung, complete, ready for use.

SHIPPING TAGS in 20 Colors
All sizes, grades and weights; single or in gangs. Plain or printed, strung or wired. Also Tag envelopes of every kind.
Modern high speed equipment and facilities for runs from a thousand to a million.

LET US QUOTE YOU

STANDARD TAG CO.
ESTABLISHED 1925
TAG MAKERS AND STRINGERS
MODERN FACTORY AT:
65 DUANE STREET, NEW YORK 7, N. Y.
DET. 8'WAY & LAFAYETTE ST. WO 2-3296

TAG ENVELOPES **GANG TAGS**
SPECIAL SLOTTED TAGS

TAG CONVERTING from your plain or printed stock
YOUR STOCK
CORNER CUTTING
PATCHING AND REASSEMBLING
STRINGING AND WIRING

Roland P. Beattie
SELLS
**BEATTIE CAMERAS ("3 in 1")
and LITHO EQUIPMENT**

For Multilith and Davidson Presses
Camera for Line and Halftone Negatives
Vacuum Back — Contact Screen
Sizes 11" x 14" and 14" x 17"

ROLAND P. BEATTIE

130 MOUNTAIN AVE.

SUMMIT 9, N. J.

OFFSET PLATES TO THE TRADE
BAKER REPRODUCTION COMPANY

530 South Dearborn Street
CHICAGO 5, ILLINOIS

ALBUMEN DEEP-ETCH

COMPOSING MACHINE

All Sizes—

HARRIS-WEBENDORFER-MULTILITH
Quality . . . Satisfaction Guaranteed
Complete Copy Preparation

CLASSIFIED

All classified advertisements are charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York 1. Closing date: 1st of month.

Help Wanted:

EXPERIENCED ARTIST with original ideas for fancy labels to create color sketches with precise lettering—some dot etching. Have most modern air-conditioning plant in the Middle West. Address Box 416, c/o MODERN LITHOGRAPHY.

PRESSMAN CAPABLE of high quality work. Also cameraman and layout man. Excellent opportunities. Commercial Photo Offset Co., 220 East Washington St., Syracuse 2, New York.

POSTER ARTIST, dot etch artists, steady employment. McCandlish Lithograph Corp., Roberts Avenue and Stokley Street, Philadelphia 20, Pa.

LITHOGRAPHIC EXECUTIVE: Experienced man to supervise the planning, scheduling and placing of lithographic and allied production in an organization which is one of the largest of its type in the country, excellent starting salary with many future opportunities. Address Box 417, c/o MODERN LITHOGRAPHY.

REQUIRED BY SOUTH AFRICAN FIRM OF LITHOGRAPHERS—
(1) **ARTIST**—Must be particularly qualified in designing of labels. Preferably to have knowledge of Photo Litho Process. (2) **PHOTO-LITHOGRAPHER** must be camera man and plate making expert. Must be capable taking full charge of complete photolitho department and willing to train and supervise staff. When applying, kindly submit specimens of work and advise details regarding age, experience and salary. Principal of above South African firm will be in New York during June and July possibly August 1946. Write for interview to "MAX" c/o J. A. Ewing McDonald Inc., Greeley Square Building, 101 West 31st Street, New York.

OFFSET PRESSMAN with complete knowledge of camera, and plate-making. Production minded. Interested in becoming affiliated financially with established Drug Label House. Address A. C. McCrum, P.O. Box 5925, Kansas City, Missouri.

OFFSET PRESSMAN: Looking for a permanent position in a lively medium size community? Night shift pressman familiar with highest quality color work needed—able to proceed on own responsibility. Modern Presses, clean conditions, air-conditioning being installed. Southern Indiana. Amalgamated Lithographers Union. Address Box 419, c/o MODERN LITHOGRAPHY.

PRESSMAN: Old established plant desires services of first class single color pressman and dot etchers. Permanent position. Please state your experience and desired salary. Williams and Heintz Co., 220 Eye St., N.E., Washington 2, D. C.

YOUNG MAN WANTED: Wanted ambitious young man experienced in the manufacture of decalcomanias by quality silk screen process. Splendid opportunity with growing, modern concern. Address Box 420, c/o MODERN LITHOGRAPHY.

WANTED LITHOGRAPH PRESSMEN—DOT ETCHERS. Communicate with The Reynolds & Reynolds Company, Dayton 7, Ohio.

Position Wanted:

VETERAN: 3 yrs. experience in commercial lithography including color and black and white work on 17x20 Webendorfer lithograph press, seeking position in small progressive plant in the middle west. Ambitious to progress to larger press. What have you to offer? Reference furnished upon request. Will travel. Address Box 422, c/o MODERN LITHOGRAPHY.

SITUATION WANTED as a plate maker, 2½ years experience. J. P. Mahr, 5844 West Florissant Ave., St. Louis 20, Missouri.

CAPABLE CAMERAMAN with A-1 references wants permanent position. First class half-tone and duo-tone negs., some color experience. Union or non-union shop. Address Box 421, MODERN LITHOGRAPHY.

TWO-COLOR PRESSMAN: First class. Now doing high grade color work. Also experience with albumin and deep etch plate making, opaquing, and stripping. Appreciate problems of the employer today. Now employed at top salary but desire change to better climate. Excellent references. Will consider an active partnership in a

progressive, well managed concern. Address Box 423, c/o MODERN LITHOGRAPHY.

Wanted:

COMMERCIAL & ADVERTISING ART by free lance artist, processing experience, creating distinctive designs of labels, boxes, brochures advertising. Write Box 1511, Rochester, New York.

WANTED: OFFSET PRESSWORK: We have available a 28x42 Harris offset press with crew that can be assigned to continuous production on black or color presswork. Storage facilities are available for handling of paper in carload lots. Located—Northern Ohio, near Cleveland. Address Box 424, c/o MODERN LITHOGRAPHY.

WANTED ROTOGRAVURE PRINTING PRESSES: Web or sheet fed copper cylinders, cellophane slitters—sheeters. Allen Macey Company, 80 Boylston St., Boston 16, Mass.

WANTED: 28 x 42 Harris Offset Press. Give details. Other sizes considered. Address Box 425, c/o MODERN LITHOGRAPHY.

WANTED: One 14x20 Webendorfer or 17x22 Webendorfer or Harris or 21x28 Harris. Address Box 426, c/o MODERN LITHOGRAPHY.

WANTED: New or used zinc plates 37 x 48—.012 and 38½ x 50—.012. Columbia Planograph Co., 50-54 "L" St., N. E., Washington 2, D. C.

WANTED TO BUY small lithographic plant or enter partnership. Address Box 427, c/o MODERN LITHOGRAPHY.

WANTED—22 x 34 or larger offset press. Specify make, type, feed and delivery. Address Box 430, c/o MODERN LITHOGRAPHY.

For Sale:

FOR SALE: One Vari-Typer, Serial number 409883, Model T-16. Looks and operates like new. E. D. Richardson Mfg. Co., Cawker City, Kansas.

ATTENTION: MULTILITH USERS— Why regrain plates. Take advantage of government surplus. Buy your Multilith plates for actual cost of a regrain. Special price of 25c each. All plates and film will be shipped COD. Money refunded if not satisfactory. Address Box 428, c/o MODERN LITHOGRAPHY.

FOR SALE: Step and repeat machine Directo Plate 55 x 70, good condition. One 400 line screen Wessel 14 inch circular. Address Box 429, c/o MODERN LITHOGRAPHY.

CREATIVE

Holiday Letterheads

COLORTONE

AN EXCLUSIVE LINE FOR YOUR MOST DISCRIMINATE CUSTOMERS

Colortone Holiday Letterheads offer a new effect that is distinctive and outstanding in design and color appeal. Unique combinations of color in rich tones and many hues are cleverly blended to simulate artistic hand-coloring and raised brushed finish. A high quality line, methodically reproduced, they are non-competitive with other Holiday Letterhead lines.

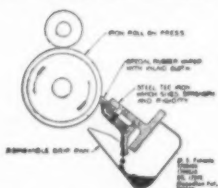
Available in six outstanding designs, they may be obtained in limited quantities for your better accounts. Monarch size only. Furnished with or without plain matching outside envelope.

Sample set gladly sent if requested on your firm letterhead.

Creative Products Company

922 LINDEKE BUILDING
SAINT PAUL 1, MINNESOTA

INTERNATIONAL PRESS CLEANERS



are daily demonstrating
their efficiency in increas-
ing Output and Lowering
Production Costs

This Is Our Method of Removing Ink From Press

We invite you to take advantage of our thirty day trial offer. If interested write and let us know the size and make of your press.

INTERNATIONAL PRESS CLEANER & MFG. CO.
112 Hamilton Ave. Cleveland, O.

If you're having plate problems, "ASK ALJEN"

If your offset plates don't give you what you want, let us help you get *real* printed results. Expert graining and regaining assures you better printing and longer life for your plates. For careful and conscientious attention to your plate requirements, "ask ALJEN." Zinc or aluminum—any size you need.

ALJEN SERVICE

2128 Colerain Avenue

Cincinnati 14, Ohio

Macbeth

World's Standard Photo Lamps

FOR

Camera Work or Printing

MACBETH ARC LAMP CO.

875 No. 28th Street, Philadelphia 30, Pa.

BAUM

FOLDING MACHINES

SUCTION FEEDERS

Fastest Selling Folders in America

RUSSELL ERNEST BAUM

615 CHESTNUT ST.

PHILADELPHIA, PA.

• ANNOUNCING A NEW CONVERSION PROCESS •

FOR OFFSET LITHOGRAPHERS

Photoengraving cuts

converted to

OFFSET

Letterpress type

converted to

OFFSET

4 Color type cuts

converted to

OFFSET

Stone Engravings, Steel and Copper Engravings converted on film or glass, perfect reproduction with no loss of tone value. Conversion up to 150 line screen, color proved to match originals.

525 Broadway

JOHN G. MARK & SON

New York 12, N. Y.

IMMEDIATE DELIVERY: New All Metal Vacuum Printing Frames, plate whirlers and stripping tables. See us for complete plate making machinery. Singer Engineering Co., 248 Mulberry St., New York 12, N. Y. Walker 5-7625.

THIS MONTH'S SPECIALS IN HIGH-GRADE LENSES: 8¼" F:6.8 Goerz Gotar in barrel with iris, coated, \$120.00; 11" F:8 Cooke Series V Process in barrel, coated, \$117.50; 12" F:18 Bausch & Lomb Protar V in barrel with iris, \$34.50; 12" F:9 Carl Zeiss Apo Tessar in barrel, coated, \$239.50; 12" F:8 Spencer Process in Barrel, coated, \$178.00; 12" F:6.8 Goerz Dagor in barrel with iris, \$217.00; 14" F:6.3 Voigtlander Collinear in barrel with iris, \$196.50; 15" F:8 Ross Homocentric in barrel with iris, coated, \$129.50; 16½" F:9.5 Goerz Apochromatic Artar in barrel with iris, coated, \$219.50; 16" F:16 Wollensak Process in barrel with iris, coated \$117.50; 16" F:8 Levy Apo Process in barrel with iris, coated, \$164.50; 16½" F:11 Goerz Alethar in barrel with Waterhouse Stops, coated, \$142.50; 18¼" F:10 Cooke Series V in barrel, coated, \$167.50; 19" F:7.7 Goerz Dagor in barrel with iris, \$359.50; 20" F:5 Carl Zeiss Tessar in barrel with iris, coated, \$720.00; 21" F:10 Bausch & Lomb Process in barrel with iris, coated, \$261.50; 22" F:22 Harrison Copy Lens in barrel with Waterhouse Stops, \$29.00; 23½" F:9 Schneider Apo Claren in barrel with iris, coated, \$249.50; 24" F:9 Carl Zeiss Apo Tessar in barrel with iris, coated, \$465.00; 24" F:7.7 Goerz Dagor in barrel with Waterhouse Stops, \$379.50; 25" F:10 Bausch & Lomb Process in barrel with iris, \$289.50; 30" F:10 Wollensak Process in barrel with iris, coated, \$349.50; 32" F:16 Steinheil Process in barrel with Waterhouse Stops, \$275.00; 39" F:16 Steinheil Process in barrel with Waterhouse Stops, \$219.50; 41" F:11 Carl Zeiss Apo Planar in barrel with iris, coated, (a fully color corrected lens) \$1,412.00; 48" F:7 Zeiss Anastigmat in barrel with iris—for Telephoto work also, covers 8 x 10, \$2,250.00; 48" F:10 Berthiot Special in barrel (no iris) coated (covers 11 x 14), \$299.50; 48" F:11 Carl Zeiss Apo Tessar in barrel with iris, coated, \$1,645.00; 48" F:9 Carl Zeiss Apo Tessar in barrel, coated, \$1,800.00; 52" F:12.5 Carl Zeiss Apo Planar in barrel,

coated, (a fully color corrected lens) \$1,800.00.

Order direct from this ad. Money back guarantee. Lens list free! Write today. Burke & James, Inc., 321 So. Wabash, Chicago 4, Ill.

Stecher-Traung Reports

The annual report of Stecher-Traung Lithograph Corp. of Rochester and San Francisco, was issued recently, and shows an operating profit of \$638,824 for 1945, compared to \$792,746 for 1944. In a message to stockholders from Louis Traung, chairman of the board, and Leslie H. Jackson, president, it was reported that 17,500 square feet of floor space had been added during the past year to the plant in Rochester. "The building itself is completed, but such things as electrical work, painting, air conditioning, etc., still remain to be done. It will be about 60 days (from March) before we can take full advantage of the additional space which is sorely needed," the report states.

The company's directors include, besides the above named officers, Kendall B. Castle, Harold T. Gardner, Frederick J. Houck, Hal W. Johnston, Raymond F. Leinen, Joseph E. Machell, Kenneth C. Townson, Frederick W. Van Bergh, and Charles W. Weis, Jr.

USP & L Introduces Label

Capitalizing on the growing interest housewives are taking in good nutrition, U. S. Printing & Lithographing Co., Cincinnati, O., has created a new label design which is finding wide appeal in the food processing and packaging trade. Using the back or consumer panel of the label, the design includes a full-color pictorial of a complete, nutritionally balanced meal in which the contents of the container are featured. Also included in the layout of this panel are three other elements,—the menu, a check list breaking this down into the basic nutrition groups represented by the food shown, and a recipe for preparing the particular product in the can.

Lose Indianapolis Building

The seven story Century Building at Pennsylvania and Maryland Sts., Indianapolis, occupied by a number

of Lithographing and printing firms, is to be taken over by the Veterans' Administration as the result of a Federal Court order May 20. The government agency was expected to occupy the entire building forcing the tenants to find quarters elsewhere. Tenants include Indianapolis Blue Print & Lithograph Co., Centennial Printing Co., and Continental Printing Co.

Natl. Process Shows Plant

Employees of National Process Co., with their wives, were guests of the company at a housewarming in the company's plant at Clifton, N. J., June 8. Special busses were chartered for transportation from the present plant in New York. A buffet lunch was served, and Clifton's mayor and the president of the Chamber of Commerce were present.

QUOTES FROM THE MAIL

Dear Sirs:

I wish to notify your office of a change in address. I also want to take this opportunity to thank you for your kindness in forwarding the magazine to me while I had sea duty in the Pacific. It was appreciated by all in my shop aboard the ship. I know that I can also send to you—their expressions of appreciations also—Thanks for a swell job.

I know that I will be looking forward to your future editions of *Modern Lithography* magazine.

I've just received my discharge from the Navy—and am now looking to a job in lithography.

Respectfully,
Nicholas D. Kuchmay
Philadelphia, Pa.

Gentlemen:

Last year we purchased through you several of the booklets published by the Lithographic Technical Foundation, we would like to know if these books are still available and if you will send us a complete list so we may order the ones we do not have.

We read your magazine with great interest each issue and have received much helpful information from it. Would like to see something in the line of folder and advertising design and layout.

Very truly yours,
Rhea Lithographing & Envelope Co.
Denver, Colo.

Complete list of Foundation books and manuals can be obtained from the Lithographic Technical Foundation, 131 East 39 St., New York 16, N. Y. An article on layout and design is in the works.

Free Advts for Veterans

As a service to veterans seeking jobs in the lithographic industry *Modern Lithography* will accept, without charge, classified advertising from World War II veterans seeking positions. Advertisements should reach this magazine before the first of the month of publication, and should include all essential information, such as experience, skill, age, type of work sought and location desired. Send them to this magazine, 254 West 31st St., New York 1.

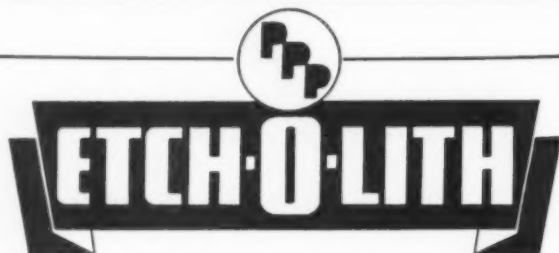
One of the Largest Files of KODACHROMES

No matter what type of COLOR shot you require, we probably have it on hand. Let our quality kodachromes perfect your Car Cards, Counter Cards, Calendars, Displays, Posters and Booklets. If you desire special shots we have the organization to fill assignments all over the country. Name photographers only.

Let us know your "illustrative" problem and we'll do the rest. Prompt airmail service. Write . . . wire . . . telephone!

THE SHOSTAL PRESS AGENCY

545 FIFTH AVENUE, NEW YORK 17, N. Y. • Tel. VA. 6-5656



Ready to Use — LITHOGRAPHIC ETCH — Nothing To Add

Perfect desensitizer for zinc and aluminum—Used for more than twelve years by leading lithographers. Trial Order—\$5.00 per single gallon. In quantities of 5 gallons or more—\$4.75 per gallon delivered. Further details on Request.

PARKER PRINTING PREPARATIONS CO.
METUCHEN, N. J. POMONA PARK, FLA.

PLANT SUPT.

Large New York plant permanently needs experienced man who actually knows Letter Press, Photo Offset and Bindery Production.

Would be in complete charge. Knowledge of letter-shop work desirable but not essential.

Our employees know of this ad.

Please give complete details and salary desired.

Box 314

REALSERVICE, 110 West 34th St., New York

THE RATHBUN & BIRD CO., INC.

IN BUSINESS SINCE 1890

MACHINISTS

For LITHOGRAPHERS—PRINTERS

PLANTS MOVED

REPAIR SERVICE

MACHINES RECONDITIONED

85 GRAND STREET

NEW YORK, N. Y.

Telephone: CAnal 6-4145-4146



**COLORED PRINTING
and LITHOGRAPHIC
INKS**

with that Sleight Difference!

**SLEIGHT METALLIC INK COMPANIES
INC.**

PHILADELPHIA
WASHINGTON
MILWAUKEE

CHICAGO
CLEVELAND
FORT WORTH

NEW YORK
KANSAS CITY
LOS ANGELES

THERE ARE DEPENDABLE

MERCK PRODUCTS

FOR THE CHEMICAL NEEDS OF THE
PHOTOLITHOGRAPHER

MERCK & CO., Inc. Manufacturing Chemists RAHWAY, N. J.

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo.
Elkton, Va. • Chicago, Ill. • Los Angeles, Calif.

(in Canada: Merck & Co., Ltd., Montreal • Toronto • Valleyfield)

Open New Rochelle Firm

Roycliff Associates, Inc., offering reproduction work by color lithography and silk screen printing, has been opened at 14 Weyman Ave., New Rochelle, N. Y., by Roy A. Hayman, Clifford F. McCue, and Paul A. Mueller.

SELLING TRAVEL

(Continued from Page 29)

Of the 20 million views to be distributed from May 6 to October 25, Standard of California will give away 16 million, the remainder to go through The California Company, Standard of Texas, and Standard of British Columbia. The pictures are given only to motorists in their cars, one and no more, who call at Standard dealers. The distribution is rotated weekly in 100 zones so that a collector can get the complete set even if he stays home and has car service only once a week. In about ten days of travel he could pick up the entire set. And by going to nearby points he could get pictures he had missed or collect several in a normal day's driving. None are to be mailed.

This is not the first time Standard has used lithography on a large scale to sell travel (and gasoline). In 1940 they experimented with a similar idea and distributed about 15,000,000 smaller pictures. A year later they gave away 19,000,000. They claim that demand has always exceeded the supply. During the 1941 program they sold 100,000 albums for collecting the pictures and one chain of variety stores sold over 60,000 special frames to hold them. Evidently familiarity does not always breed contempt, for that same year Standard's own employees bought over 7,000 specially bound sets of the pictures. There is a story that Ernie Pyle papered the walls of his den in his Albuquerque "dream house" with these earlier scenic views.

The views will serve as background and subject matter for all of Standard's gasoline product advertising this summer and fall in the western states.★★



ADVERTISERS' INDEX

JULY, 1946

Accurate Steel Rule Die Mfrs.....	3	Lithographic Plate Graining Co., of America, Inc.....	66B
Aljen Service	86	Macbeth Arc Lamp Co.....	86
American Graded Sand Co.....	June	Mallinckrodt Chemical Works.....	June
American Type Founders.....	20	Mark & Sons, John G.....	86
American Writing Paper Corp.....	June	Maxwell Paper Mills.....	June
Anso	18	Mead Corp., The.....	June
Baker Reproduction Co.....	84	Merck & Co., Inc.....	88
Bartels Co., Gordon.....	78	Miller Printing Machinery Co.....	4
Baum, Russell Ernest.....	86	Mohawk Paper Mills, Inc.....	June
Beattie, Roland P.....	84	Moore Laboratories.....	74
Beccard Co., E. B.....	June	Natl. Assn. of Photo-Lithographers..	58
Bensing Bros. & Deeney.....	82	National Carbon Company.....	82
Bingham's, Sam'l, Son Mfg. Co.....	21	Neenah Paper Co.....	46
Bingham Bros. Co.....	June	Nekoosa-Edwards Paper Co.....	June
Brown Bridge Mills.....	75	Norman-Willets Graphic Supply Co..	78
Bryant Paper Co.....	15	Northwest Paper Co., The.....	23
Bulkley, Dunton & Co.....	7	Oxford Paper Co.....	12
California Ink Co., Inc.....	June	Paper Sales Corp.....	70
Cantine Co., Martin.....	3rd Cover	Parker Printing Preparations Co....	88
Central Compounding Co.....	68	Photo Litho Plate Graining Co., The	June
Champion Paper and Fibre Co.....	24	Phillips & Jacobs.....	June
Chillicothe Paper Co.....	11	Pitman, Harold M.....	41
Coxhead Corp., Ralph C.....	June	Printing Machinery Co.....	June
Cramer, G., Dry Plate Co.....	72	Process Litho Arts, Inc.....	June
Creative Products Co.....	86	Rathbun & Bird Co.....	88
Crescent Ink & Color Co. of Penn...	74	Realservice	88
Crocker-McElwain Co.	42	Reliable Lithographic Plate Co....	66
Dayton Rubber Mfg., The.....	17	Rising Paper Co.....	63
Dixie Plate Graining Co.....	68	Roosen, H. D., Co.....	76
Driscoll, Martin, Co.....	66	Roberts & Porter, Inc.....	June
Du Pont, E. I., de Nemours & Co...	56	Rutherford Machinery Co., Div.	
Eastern Corp.....	Facing 19	General Printing Ink Corp.....	48
Eastman Kodak Co.....	37	Senefelder Co., Inc.....	2nd Cover
Electronic Mechanical Products Co.	64	Shostal Press Agency.....	88
Esleeck Mfg. Co.....	June	Siebold, J. H., & G. B., Inc.....	50
Falulah Paper Co.....	38	Sinclair & Carroll Co.....	72
Fitchburg Paper Co.....	16	Sinclair & Valentine Co.....	19 & 52
Fox River Paper Co.....	62	Sleight Metallic Ink Companies.....	88
French, Chas. A., Co.....	72	Southworth Machine Co.....	June
Fuchs & Lang Div.....	Facing 18	Standard Tag Co.....	84
Gaetjens, Berger & Wirth, Inc.....	66B	Stevenson Photo Color Separation Co.	84
Godfrey Roller Co.....	June	Strathmore Paper Co.....	June
Goerz American Optical Co., C. P...	78	Syntron Co	June
Graphic Arts Corp.....	39	Tauber's Book Bindery.....	73
Gummed Products Co.....	June	Tickle, Arthur, Engineering Works, Inc.	13
Hammermill Paper Co.....	June	Triangle Ink & Color Co.....	84
Handschy, A. E., Co.....	78	United Mfg. Co.....	80
Harris-Seybold Co.....	6 & 4th Cover	U. S. Envelope Co.....	May
Howard Paper Mills.....	June	Vulcan Proofing Co.....	74
Hoe, R., & Co.....	9	Warren, S. D., Co.....	Bet. 50 & 51
Hunt, Philip A., Co.....	79	Western Litho Plate & Supply Co...	68
Ideal Roller & Mfg. Co.....	22	Weston, Byron, Co.....	54
International Paper Co.....	40	Wettsall Co.....	June
International Press Cleaner & Mfg. Co.	86	Whiting Paper Co.....	June
International Printing Ink.....	June	Whiting-Plover Paper Co.....	60
Johnson Co., Charles Eneu.....	44	Zarwell, H. D.....	88
Justrite Mfg. Co.....	June	Zarkin Machine Co.....	10
Kimble Electric Co.....	June		
Lawson Co., E. P.....	14		
Litho Chemical & Supply Co.....	8		

(The Advertisers' Index has been carefully checked but no responsibility can be assumed for any omission.)



"Miss Boomboom, send this wire to Schmaltz & Co. in Walla Walla!"

Direct Message...

DIRECT from you to the fellow you want to reach, — that's what business magazine advertising can do and does! No long detours, no waste time, effort or money, — that's trade paper advertising. If you want to advertise to the plumber, advertise in a plumbing trade paper, — not in the "Bleeding Heart" or "Dentist's Torture" hoping your advertising may catch his eye the next time he goes in to have a tooth pulled. Shoot direct at your target in the trade press!

And if you want to advertise direct to the field of Lithography, look into the possibilities of

MODERN LITHOGRAPHY

254 WEST 31st STREET

NEW YORK 1

Member, Audit Bureau of Circulation

TALE ENDS

THE latest magazine to buy a paper mill is the *National Geographic*. We at *Modern Lithography* are beginning to feel rather left out of things, and maybe we'll have to get hold of one of those mills to keep up with the times.

★

For the most luscious strawberries we have had the pleasure of inhaling for many years, we are grateful to Kipe Offset Process Co., New York. The beautifully packaged basket of berries was the latest in the Kipe direct mail campaign under the slogan "Color in Good Taste." Back over the years the company has sent out gorgeous apples, pears, cherries and other fruits, as well as fine color reproductions of seascapes and other art. A most effective campaign, we would say, and it was never abandoned because of a sellers' market!

★

The map making business, about which we heard so much during the war, is still booming. Production of road maps this year will reach the volume of the average prewar year, it is said, and one of the biggest travel booms in history should be going on by the time this issue of ML is out. It is estimated that there will be up to 150,000,000 road maps lithographed this year, most of them bearing the imprint of the gasoline companies. Most of the maps are reprints of the prewar issues revised with latest information.

★

A 35-hour week, and substantial increases in pay are among the union's demands in the Philadelphia area.

★

Sorry we were so late with the June issue. It was given the okay to roll at the usual time, but a worse-than-wartime-jam in the pressroom held it up. Took three weeks from okay to mailing. Things will be better in three or four years.



WHILE YOU ARE PREPARING to introduce new products and re-introduce old ones, The Martin Cantine Company is building a new production—to the end that you may once more have liberal supplies of genuine high-quality, full clay-coated, high-precision papers from the one source that has been producing coated papers exclusively for nearly sixty years. Plan for printed matter of higher quality!

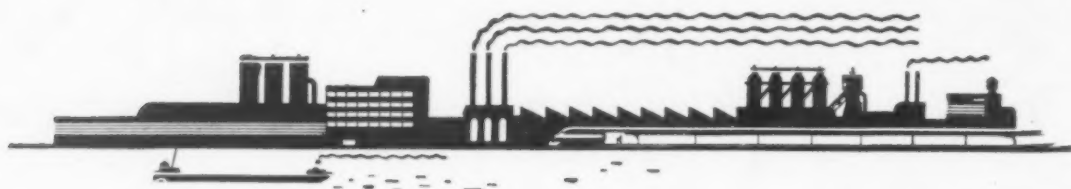
THE MARTIN CANTINE CO., SAUGERTIES, N. Y.

Specialists in Coated Papers since 1888

Cantine's Coated Papers



▶ HOW OFFSET LITHOGRAPHY SERVES INDUSTRY



House organs...

TO EMPLOYEES

AND CUSTOMERS



▶ House Organs help show employees and customers how the business ticks. Interesting photographs, sketches and news stories emphasize the human relationships that make up a successful business. Offset lithography—colorful, fast and economical—is the ideal method of reproduction for House Organs, large and small.

The beautiful color and halftone work being turned out on the new Harris 17 x 22" Offset Press, with its four form rollers and tight adjustments, makes it the perfect press for small and moderate sized runs of company House Organs. An experienced lithographer with six large Harris Presses, after his first month's experience with the new 17 x 22", sent us samples of a superb company publication job with the penciled comment—"This little press is it!"

Harris Presses give you a better run for your money!

Our new 24-page, 4-color booklet, "Why Offset Lithography is On the March", has been printed on the new 17 x 22" Harris Press. Prepared especially for the small offset or the combination shop, it will also interest larger lithographers as a sample of work. Write for it today.

HARRIS-SEYBOLD

Harris-Seybold Company • General Offices, Cleveland 5, Ohio

HARRIS PRESSES • SEYBOLD CUTTERS • OTHER EQUIPMENT FOR THE GRAPHIC ARTS